

Electrical Merchandising

AUGUST • 1959

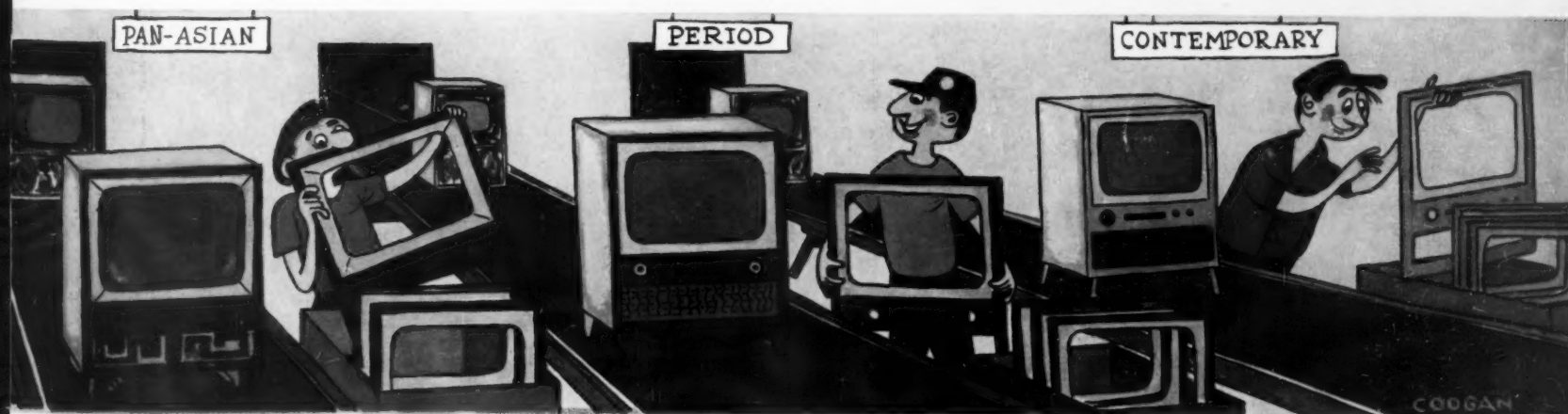
A MCGRAW-HILL PUBLICATION • ONE DOLLAR



Today, TV sets are taking on glamorous new forms...



They're packed with new electronic wonders, and...



They come in any style your customers want... BUT

Do You Know How To Sell Today's TV Set?

TO LEARN HOW, SEE **SPECIAL REPORT: TV TODAY** PAGE 59

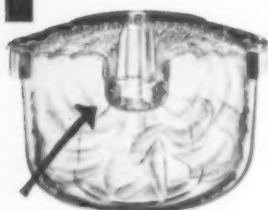


SPEED QUEEN

NOW REMOVES LINT 4 WAYS

New, 4-way method expels all lint, fuzz, dirt, scum, sand and grit

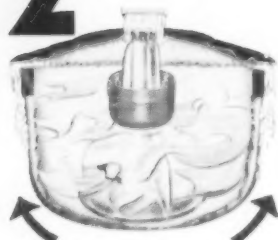
1



NEW LINT CATCHER

While the clothes are being washed, Speed Queen's rolling water action flushes through the LINT CATCHER which screens out lint, fuzz and loose dirt. Also serves as a soap dispenser.

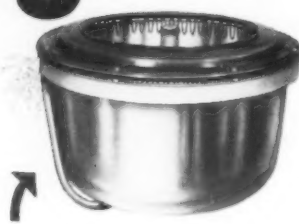
2



LINT-E-JECTOR®

At the end of the WASH cycle, fresh water is added so that tub overflows, causing lint and dirt to float over side of tub and *down drain*. (Not pumped back into tub.)

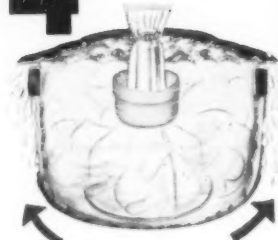
3



SEDIMENT EJECTOR

All sand and grit which settles to bottom of tub is forced out through the "ejector" tube when tub spins. Tub is sediment-free at start of each new load.

4



FINAL DE-LINTING AND RINSING

After first spin, tub is re-filled with fresh water. With tub overflowing and agitator working, any remaining lint and dirt particles are floated off and down drain. Final water is crystal clear.

Tests prove that this 4-step method is the most efficient system for removing lint



The Speed Queen automatic has always had the most efficient lint removal system in any washer. Now the addition of Speed Queen's new "Lint Catcher" gives the salesman a *visible, tangible* filtering device to *show* his prospect as the first step in a 4-way lint and grit removal story that is now tops in the field.

Adding this to Speed Queen's exclusive stainless steel tub and drum feature really puts you in the driver's seat. If you're not a Speed Queen dealer, well — why not grab the phone and call Ripon, Black 46?



SPEED QUEEN

A Division of McGraw-Edison Company
Ripon, Wisconsin



famed for dependability

SPOTLIGHT...a quick look at what's going on

AUGUST 1, 1959

Optimism over prospects for business this fall is spreading. At first it was the manufacturer who offered rosy predictions. Now, on the verge of the fall selling season, it's the dealer himself who's painting a picture of confidence. From coast to coast (see Regional Trends beginning on page 13) the appliance dealer is looking forward to boom times again. And, in most cases, the summer has been good to the dealer, too---with refrigerators, air conditioners, fans and dehumidifiers setting the pace and with good business turning up even on non-seasonal items like television.

The retailer has been quick to back up his confidence with orders, too. Exhibitors at the Music Show and last month's Housewares Show reported good response from buyers. And manufacturer after manufacturer reports near-record response to summertime new line showings. Motorola executive vice-president Edward Taylor reports distributor and dealer response in excess "of even our fondest hopes and expectations. Enthusiasm, as expressed in orders, is simply tremendous." . . . Orders for \$21 million worth of appliances were placed by Norge distributors at a Chicago meeting last month. "These orders confirm a peak appliance industry fall selling season near last year's high levels," said president Judson Sayre. . . Packard-Bell officials reported "an all-time high in dealer acceptance" after their line showing. . . and Emerson president Ben Abrams revealed that orders booked at his firm's distributor convention were 50 percent greater than last year. . .

Only cloud on the horizon as August approached was some concern over the effects of the steel strike. Most manufacturers had anticipated the stoppage and most of them had substantial inventories of steel. But fears of a long strike led many a retailer to worry about its possible effect on fall business. Nevertheless, most people in the industry were continuing to make optimistic predictions even as the steel workers walked off the job in mid-July.

For the TV industry, an anticipated pick-up in sales was apparently to be coupled

with more emphasis on high-end, high ticket models. Step-up features are being combined with improved cabinetry in an obvious effort to trade the consumer up. (For a complete rundown on new lines, new features, and useful tips on how to sell them, see the Special Report which begins on page 59 of this issue. And for a never before compiled text on just how to sell fine cabinetry, see next month's issue of ELECTRICAL MERCHANDISING.)

Meantime, the electric housewares industry geared itself for what may be the best selling season in history. At the Atlantic City Housewares Show last month key manufacturers confirmed what many observers have been thinking for some time---that Christmas business is accounting for a steadily bigger and bigger slice of the industry's annual volume. Although the Show failed to produce anything very startling in the way of product news, it did reflect a sense of confidence in fourth quarter business which should produce record breaking volume. . . What product news there was seemed to be made by electric can openers, with manufacturer after manufacturer adding these items to his line---or expanding his existing line. . . Only other product "trends" seemed to center around introduction of more hair dryers and air purifiers and the upgrading of staple items such as irons, skillets and toasters (page 120). . .

Last month, too, hundreds of thousands of Americans got a brief glimpse of what the appliance-radio-TV business is like behind the Iron Curtain as they visited the Russian exhibition in New York's Coliseum (page 102). Heavy on technical and industrial displays, the exhibit proved disappointing to dealers and housewives interested in consumer goods. White goods were almost ignored but radio and TV got a big play. Language barriers and a lack of specific answers, however, made it difficult to get a complete picture of the Russian electronics industry and its impact on the life of the average citizen in that country. Meantime, this month, Russians will be visiting a similar American exhibit in Moscow where heavy emphasis will be placed on consumer goods including appliances, radio and TV.



An estimated 32 million readers in all walks of life will see "all-electric living" message in September 14 LIFE. 30-page ad would stretch 28 feet if pasted together. Electric utilities will distribute an additional 3 1/2 million reprints.

LARGEST AD EVER



This symbol helps you sell

Will help you sell all electric-living

Announcing the electrical industry's largest promotion ever—a complete 30-page section in LIFE Magazine promotes the Medallion home. It builds consumer interest for all electric-living appliances and will create consumer traffic for dealers starting September 14. The promotion is sponsored jointly

by major manufacturers combining forces with the Edison Electric Institute program and ties in with National Home Week when 50 million people will visit model homes.

Ride the crest of this ready-made wave of national interest in all-electric living. Translate this activity into local



IN LIFE

appliances

"sell" as LIFE hits the newsstands. Tie in with your electric utility. In addition to the Medallion home promotion, utilities, through Edison Electric Institute, are sponsoring this Fall's all Electric Laundry Festival—another sure-fire traffic builder. Tie in! Get details from your electric utility. 902-60

THERMADOR

Hotpoint
(a Division of General Electric Company, Chicago, Ill.)

SYLVANIA
LIGHTING

Kennecott Copper Corporation

OWENS-CORNING
FIBERGLAS

RCA Whirlpool

Kelvinator

GENERAL ELECTRIC
MAJOR APPLIANCE & LAMP

EDWIN L. WIEGAND COMPANY
Dept. B, 7500 Thomas Boulevard
Pittsburgh 8, Pennsylvania



Westinghouse
MAJOR APPLIANCE & LAMP

FEDDERS

FRIGIDAIRE

THESE LEADING MANUFACTURERS SPONSOR ELECTRICAL INDUSTRY'S BIGGEST PROMOTION

I want to see the pushbutton dishwasher I read about in House & Garden.

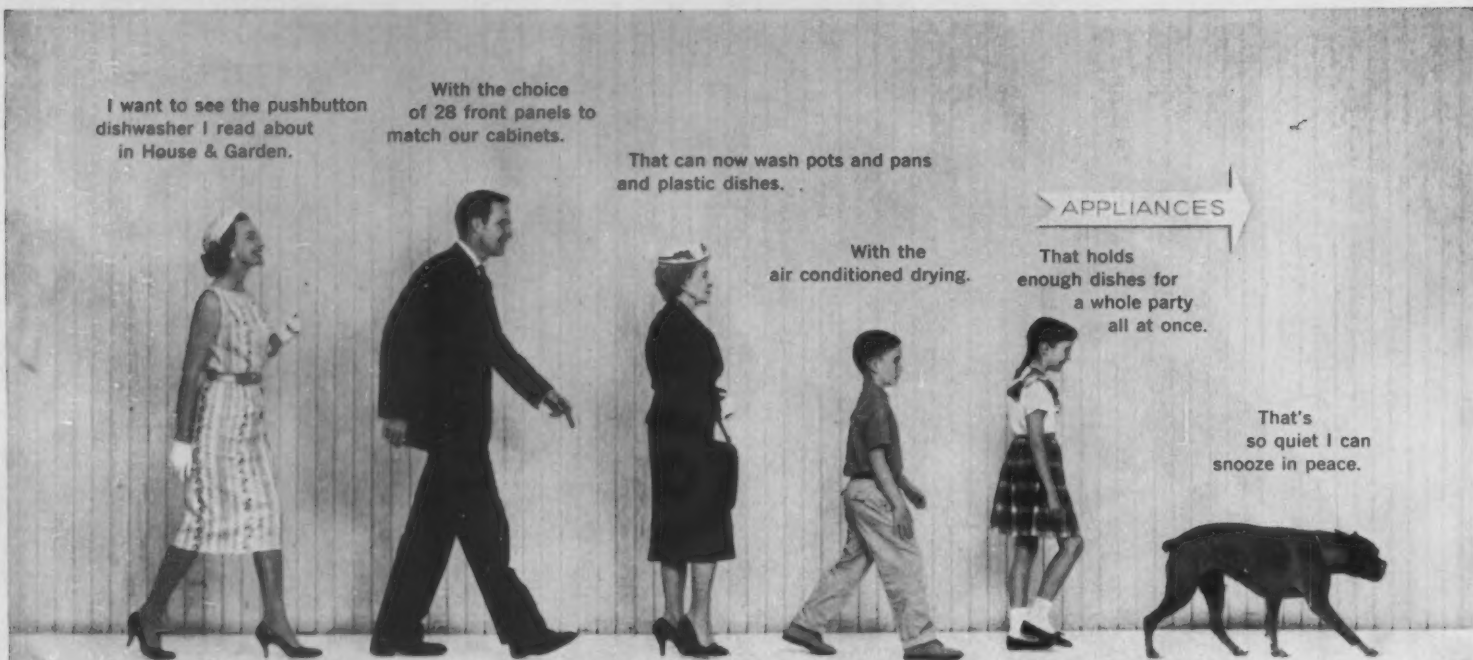
With the choice of 28 front panels to match our cabinets.

That can now wash pots and pans and plastic dishes.

With the air conditioned drying.

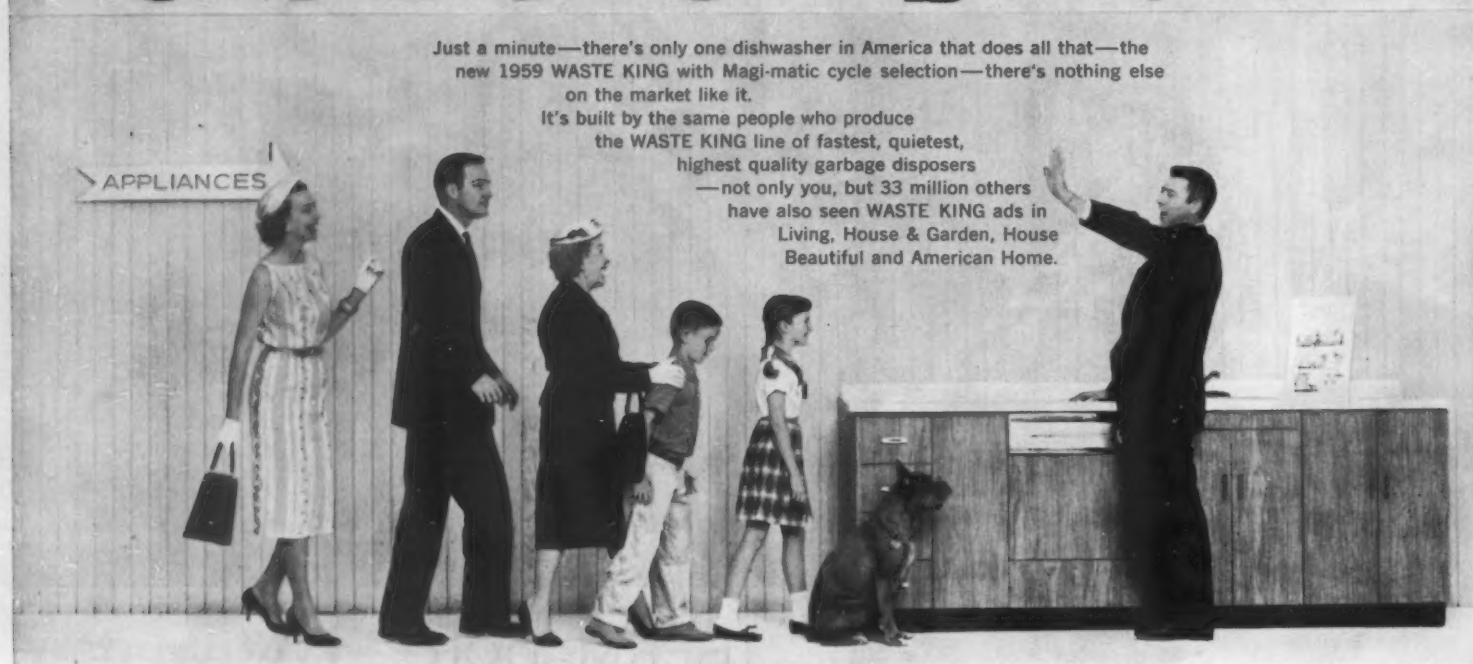
That holds enough dishes for a whole party all at once.

That's so quiet I can snooze in peace.



Just a minute—there's only one dishwasher in America that does all that—the new 1959 WASTE KING with Magi-matic cycle selection—there's nothing else on the market like it.

It's built by the same people who produce the WASTE KING line of fastest, quietest, highest quality garbage disposers—not only you, but 33 million others have also seen WASTE KING ads in Living, House & Garden, House Beautiful and American Home.



APPLIANCES

Would your family like to see the

WASTE KING

demonstrated—?

What family, I never saw those people before in my life.



WASTE KING CORP.
3300 East 50th Street
Los Angeles 58
California

Electrical Merchandising

AUGUST 1959

A MCGRAW-HILL
PUBLICATION

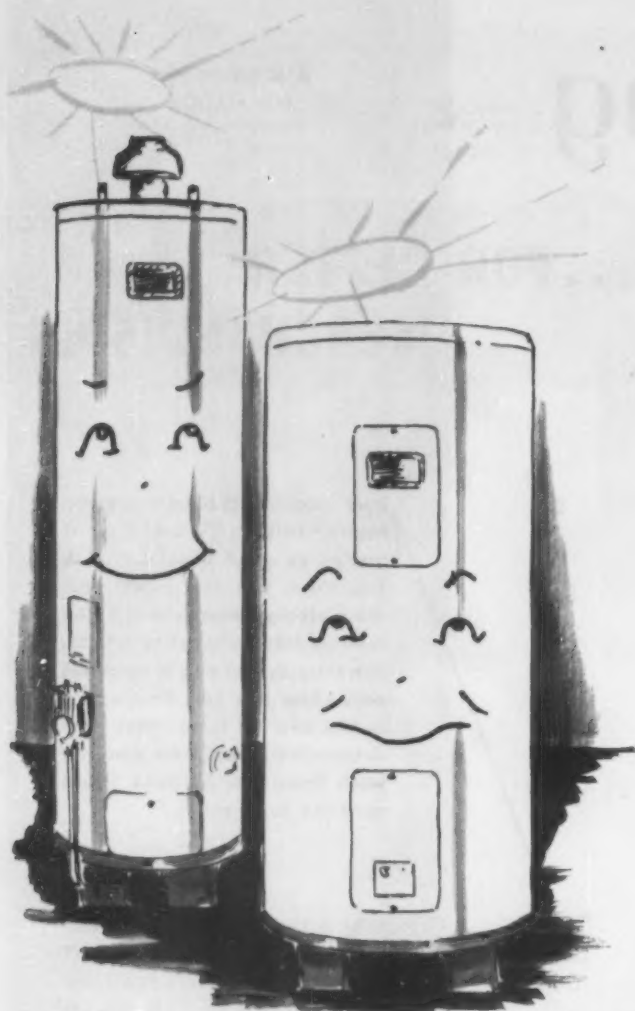
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How long has it been since you really "sold" a TV set? Even if you're as good a salesman as you think you are, you'll still learn plenty about selling TV by reading this provocative article. Jim Cassidy and Ken Warner not only show you just what's new in the new TV lines—they also demonstrate just how you can work these new features into a sure-fire sales pitch.

Why in the world would one dealer need nine kitchen displays? Study this article and you'll discover there are good reasons for each of the displays. And chances are you'll decide that your own displays could be working harder for you. Here's how to go about it.

We've got a whole bunch of surprises in store for you in next month's issue. Number 1 is a story on how to sell the furniture which houses the top ends of today's hi-fi and TV lines. Even if you can't tell the difference between Danish Modern and French Provincial, you'll be able to sell style intelligently after reading this article. Surprise number 2 is a roundup story on the growth of combination washer-dryers. And surprise number 3 is a unique chart which shows you at a glance "How Long Do Refrigerators Last." Watch for them in the September issue of ELECTRICAL MERCHANDISING.



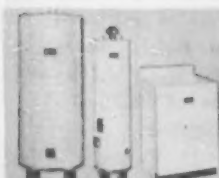
Want sweetness and light
in your profit picture?

Sell quality...

TOASTMASTER

Automatic Water Heaters

More and more dealers everywhere are realizing the importance of water heaters in the profit picture. New home market: increasing year after year. Replacement market: steady, and will continue. And both dealers and homeowners have come to recognize the significance of *quality*... in better performance and longer service life. The price may be a little higher, but it *pays* to sell quality. Sell TOASTMASTER* Automatic Water Heaters.



**McGraw
EDISON**

McGraw-Edison Company

Clark Division, 5201 W. 65th St., Chicago 38, Illinois

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AUGUST, 1959

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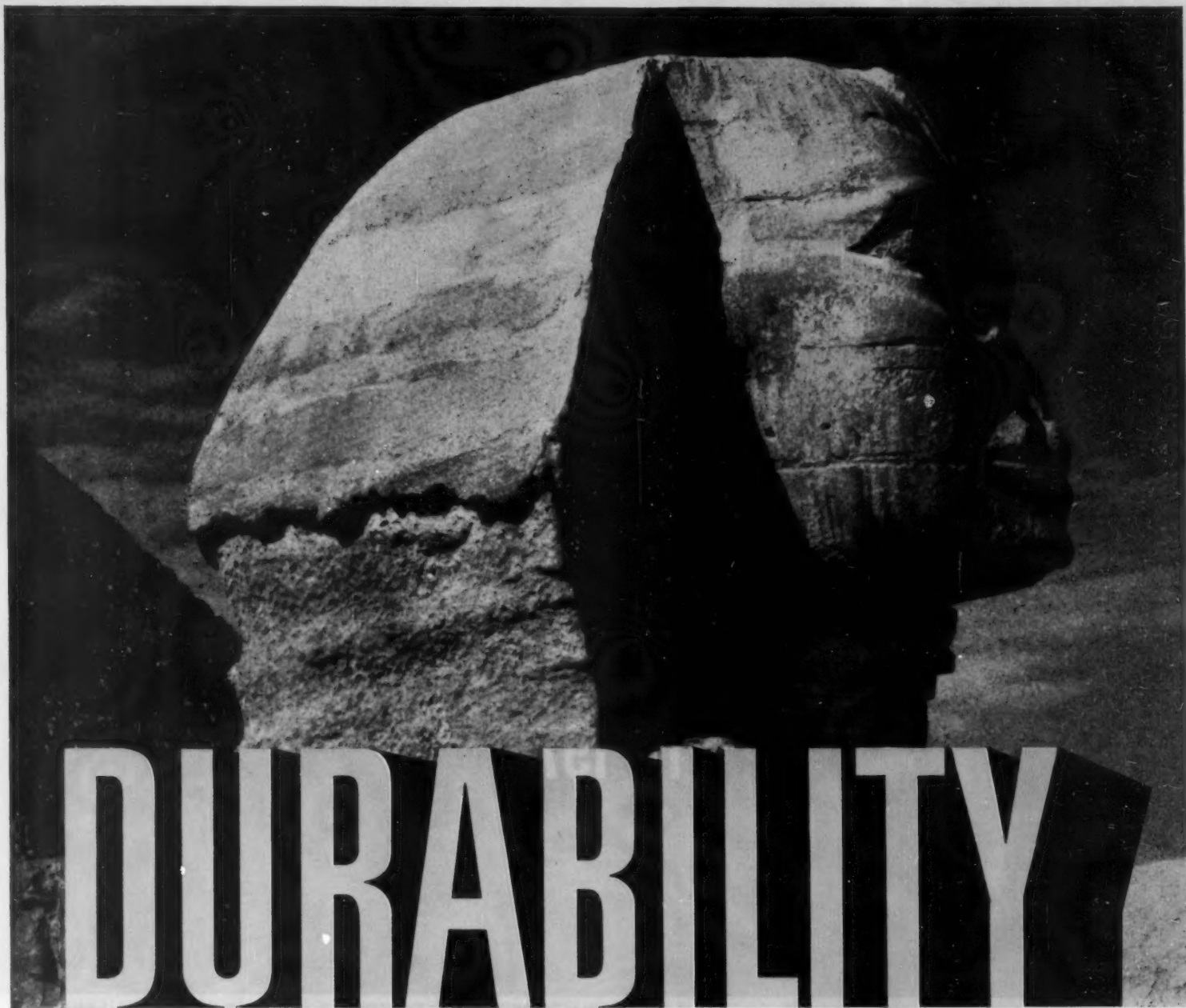
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AUGUST, 1959—ELECTRICAL MERCHANDISING

What makes HOOVER the biggest name in floor care?



With the dollar the way it is—and not getting any better—appliance dealers are being asked:

How long will this appliance last?

A good question. But it's one you seldom hear, even from the more inflation-conscious customers, when you sell Hoover cleaners. Most people *know* Hoovers are built to last, as well as to clean best. Chances are a Hoover's been keeping their carpets in apple pie order as far back as they can remember.

The name alone is usually enough assurance.

And that's what a lot of people want more of nowadays, some assurance of . . .

DURABILITY: another reason HOOVER is the biggest name in floor care.



HOOVER.

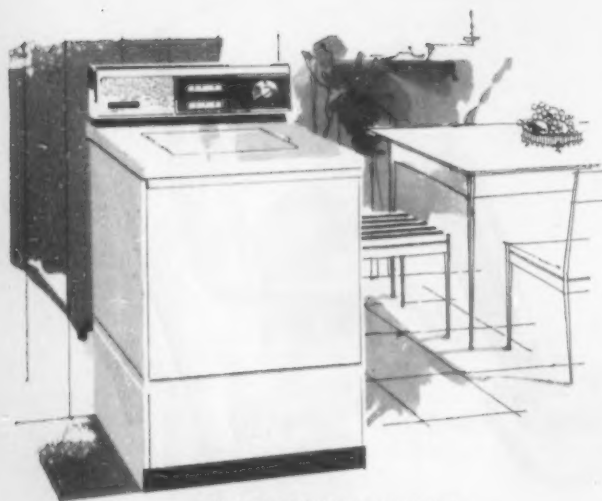
FINE APPLIANCES . . . around the house, around the world®



THE QUALITY OF HOTPOINT

MEASURING SATISFACTION IN 1974

Micrometer measures less than 1/1000 of an inch of wear on the gear crankshaft in the Hotpoint coaxial transmission after accelerated 15-year life test.



Hotpoint TOUCH COMMAND
Automatic Washer Model LW090

Daily, a number of Hotpoint automatic washers are selected at random from the assembly line and placed in one of the Hotpoint test laboratories. Many of these washers are run day and night for 13 weeks. These test units pile up the equivalent of more than 15 years of normal usage in the home.

After this rugged workout, every washer is taken apart, and each piece is studied and measured for signs of wear. In this analysis, the quality of Hotpoint washers is proved conclusively.

For example, in the Hotpoint coaxial transmission, the gear crankshaft (shown above) is a key load center. Yet, even after the accelerated 15-year life test, this part shows less than 1/1000 of an inch of wear. Many years of dependable performance are still in it.

Research such as this results in a longer life for every Hotpoint appliance. Sell Hotpoint quality and you sell customer satisfaction.

Hotpoint Dealers' profit opportunities are greater than ever before . . .
If you're not a Hotpoint Dealer, you should be!

Hotpoint



A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE®
DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS

QUICK-CHECK OF BUSINESS

trends

	LATEST MONTH	PRECEDING MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1947-1949=100)	168	167	116	31.0% up (5 Mos. 1959)
RETAIL SALES total (\$ billions)	18.3	18.0	16.6	9.6% up (5 Mos. 1959)
DEPARTMENT STORE SALES index (1947-1949=100)	145	144	133	7.8% up (6 Mos. 1959)
CONSUMER DEBT owed to appliance-radio-TV dealers (\$ million)	349	347	341	.9% more (5 Mos. 1959)
FAILURES of appliance-radio-TV dealers	35	28	39	27.9% less (6 Mos. 1959)
HOUSING STARTS (thousands)	134.0	137.0	108.5	33.8% up (5 Mos. 1959)
AUTO OUTPUT (thousands)	558.0	546.8	337.4	46.5% up (6 Mos. 1959)
DISPOSABLE INCOME annual rate (\$ billions)	320.9	315.8	306.1	4.8% up (1st Quar. 1959)
LIVING COSTS index (1947-1949=100)	124.0	123.9	123.6	.6% up (5 Mos. 1959)
CONSUMER SAVINGS annual rate (\$ billions)	20.4	19.9	19.9	2.5% up (1st Quar. 1959)
UNEMPLOYMENT (thousands)	3,982	3,389	5,437	18.1% down (6 Mos. 1959)

(Sources, in order: FRB, Dept. of Commerce, FRB, FRB, Dun & Bradstreet, Bur. Labor Statistics, Ward's Auto Reports, Dept. of Commerce, BLS, Council Econ. Advisors, Census Bureau) (*New Series)

Which electric housewares are going to be "hot" for Christmas gift-giving?

If activity at the Housewares Show was any indication, electric can openers will get a big play this year.

But don't overlook some of the industry's "staple" items. One big manufacturer told us that while he expected good activity on his can openers, steam irons would be his really big item. Similarly, new styling and new capacity on three and four-slice toasters should produce substantial volume on these items. The same holds true of portable mixers, coffee-makers and other products.

In short, the only thing which appears certain is that business this fall should be good—and good almost across the line. There may be particularly hot items—but don't overlook any product in ordering and in promoting for Christmas.

Japanese imports are snowballing in Canada just as they have done here.

If present trends continue, imported sets will comprise 50 percent of all radios sold in Canada by the end of the year. During 1958 they accounted for 30 percent of sales

and during the early part of 1959 this rose to 37 percent, according to R. M. Robinson, retiring president of the Electronic Industries Assn. of Canada.

Meantime, there was a noticeable sprinkling of imported merchandise being shown in Atlantic City during the Independent Housewares Show last month. Biggest single item was electronics with transistor radios dominating, but a number of firms showed Japanese travel irons, hot cups and small percs.

Among the new items was a "transistor sound system" which housed a pocket-sized radio in a box about the size of a big domestic table radio. The small radio could be played separately; when inserted in the "sound system," however, the volume was dramatically amplified. Also on display were a number of AM-shortwave portables and multi-band sets.

The Japanese have already shown fans and are reported to have a washing machine ready for export.

From all this activity, key observers have concluded that the "Japanese problem" may shortly be as much of a headache to appliance manufacturers as it already is to makers of radio sets.

Continued on page 10

new horizons for your coffee maker sales

ONLY
\$14⁹⁵
RETAIL



6 to 8 cup
polished
aluminum

completely immersible



AUTOMATIC COFFEE MAKER
with *Mini-Wink* automatic control

Now is the time to start a wave of new momentum for your fall traffic appliance sales. West Bend—the name that stands for the best in coffee brewing—opens the door with its beautifully fashioned “immersible”. It washes like a dinner plate, spotlessly clean, for perfect coffee time after time! Offers the same exclusive coffee-brewing features as West Bend’s famous Flavomatics. And it’s priced to sell in really big volume! Order this week for a profit-share in West Bend’s “Operation Immersible” this fall.

Dept. 188
WEST BEND ALUMINUM CO., West Bend, Wisconsin

trends CONTINUED

Keep your eye on the department store.

The annual “Departmental Merchandising and Operating Results” compiled by the National Retail Merchants Assn. have just been released. They show that in 1958 radios and small appliances registered the biggest gains of any department. Radios showed a gain of 14 percent for member stores in general. In department stores (main stores only) radios and phonos showed a 14 percent gain and small appliances an eight percent increase.

The study also shows that in 1958 the department store increased its share of the total furniture, appliance and home furnishing market, rising from 20 to 20.5 percent. This marks a distinct recovery from the low-year share of 19.2 percent in 1954 but is well below the 1948 figure of 22.3 percent.

Profits increased fractionally from 2.75 percent to 2.8 while expense ratios increased only a tenth of a percentage point to 33.8 percent. Major appliances operated at an average markon of 28.6 percent with a gross margin of 20.6 percent, producing \$118 in sales per square foot of selling space. Stock was turned 4.4 times. Radios, phonos and TV operated at a 29.3 markon with a gross margin of 22.2 percent and a sales return of \$102 per square foot; stock turn was 3.7.

Here are other significant findings in this year’s study:

- Stores open Monday and/or Thursday nights still do their biggest volume on these days, although other stores find Saturday the biggest volume day.
- The Thanksgiving-Christmas period produced 17 percent of total sales in department stores. The busiest day during the Christmas selling season was the Monday of Christmas week.
- Branch store departments which showed the best volume gains over 1957 included vacuum cleaners (up 31 percent) and radios and phonos (up 20 percent).

There’s only a month left for you to get ready to cash in on what is being billed as the “biggest electrical industry promotion” ever staged.

The promotion is built around a 30-page advertising “spectacular” in the September 14 issue of *Life* magazine. The big ad features the Live Better Electrically Medallion Home program and contains both advertising and editorial material on this subject. Over 3.5 million copies of the 30-page ad will be distributed by utilities.

Live Better Electrically has already distributed 5000 copies of a 24-page merchandiser to utilities and other industry groups interested in tying-in locally with the *Life* ad. To learn how you as an individual can cash in on this, contact your local utility, electric league or distributor.

More color programming is coming your way.

NBC has announced plans for seven-day-a-week programming of “unprecedented depth” for the 1959-60 season. In the final three months of the year, NBC promises a minimum of 250 hours of top quality color programming, a 30 percent increase over the same period in 1958.

Responding to a need pointed out in our May editorial (“We Need More Shows in Color”), NBC will present a “major” color program every night in the week and color throughout the weekend, including two Saturday morning children’s shows.



G. B. Hebblewhite,
Successful Lansing
Kitchen Specialist says:

"Features help sell kitchens — that's why I like feature-packed Frigidaire Wall Ovens!"

"True, a wall oven alone may rarely sell a complete custom kitchen, but this Frigidaire Drop-Leaf Door Wall Oven sure helps! Here's why: Features that will make any homemaker feel like a Queen in her new kitchen! Easy-cooking features like the accurate single-dial temperature control, the automatic Cook-Master, or the optional automatic rotisserie. And as for oven cleaning, nothing is easier with the Drop-Leaf Door that simply lowers straight down out of the way!

"What's more, Frigidaire Wall Ovens are easy to install and service! We just unpack 'em and shove 'em in — and they're installed in minutes! Sound like we're sold on Frigidaire Built-In Appliances? We are! But, even more important, so are our quality-minded customers!"



When it comes to customer-pleasing features, Frigidaire Built-In Cooking Appliances take a back seat to none! They're designed with you—and your customers—in mind! Look, for example, at Frigidaire Wall Ovens with the miles-ahead idea in convenience—*Drop-Leaf Doors!* Or companion units such as space-making Fold-Back Electric Surface Units or Built-In Cooking Tops that install with or without trim rings. Take a good look, for these products can help you

get and hold your share of the booming Built-In market!

What's the payoff? Profits! Frigidaire offers top-quality, feature-laden products; competitive pricing; easy "Minute Man" installations; progressive dealer policies; and honest, hard-hitting promotions to help you sell at a fair price and a fair profit. Get all the facts and figures on the Quality Line for '59! Call your Frigidaire District Office, or write FRIGIDAIRE Division, General Motors Corporation, Dayton 1, Ohio.

designed with your future in mind...

Frigidaire advanced Built-In Appliances



FRIGIDAIRE
Backed by General Motors





**Hotter than
a firecracker!**

The Gold Star Gas Promotion

*Let Gas Ranges
of GOLD STAR quality
make money
for YOU, too!*

The trend continues. Gas range sales are still on the rise all across the nation. As indicated by latest figures released, the Gold Star promotion has substantially increased sales of Gas ranges in market after market. What this means to you—the Gas range dealer and salesman—is self-evident: Gas ranges built to Gold Star standards are making money for everyone. If you haven't yet made the Gold Star a part of your operation—do it right away. Then you, too, will sell more Gas ranges, ring more cash registers, make more money for yourself!

AMERICAN GAS ASSOCIATION

There are more than 28 reasons—28 advances in performance, automation and design—that make Gas ranges built to Gold Star Standards your big-money ranges of 1959!

SHOW OFF
The GOLD STAR AWARD for
a big profit **PAY-OFF**



**Look to these names
for ranges built to
GOLD STAR standards**

BROWN FEATURAMIC • CALORIC • CROWN
DIXIE • GAFFERS & SATTLER • GLENWOOD
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MODERN MAID • MONARCH • NORGE
O'KEEFE & MERRITT • REAL HOST
RCA WHIRLPOOL • ROPER • SUNRAY • TAPPAN
THE BOSTON STOVE COMPANY • UNIVERSAL
VESTA • WEDGEWOOD-HOLLY • WELBILT



trends

REGION BY REGION

THE EAST

By John A. Richards



A dealer wins a tax fight . . . G-E experiments with flat service charges . . . AC's, refrigerators and washers hottest products

IF you've been squabbling with the Internal Revenue bureau over when service charges are taxable, there's been a Circuit Court ruling to buttress your claims.

Bressner Radio, Inc., New York chain, recently won a case involving \$55,000 in such charges. The Commissioner of Internal Revenue maintained the money was taxable when received and not over any 12-month maintenance period. The Tax Court sustained the Commissioner. But the Circuit Court slapped this down. In reversing the Tax Court, it held that until "all the events have occurred, both as to cost and time of performance for which the petitioner has been paid, the receipts do not ripen into taxable income."

On another front service made news last month. General Electric switched to "flat job pricing" on service in Westchester, Putnam, Rockland counties, N. Y. and Fairfield County, Conn. Basic charge is now \$4.50 for a house call involving major appliances. If a man is in the home less than ten minutes charges are not likely to exceed that (i.e. minor nuisance calls). But diagnosis and jobs like removing a sock in the pump in an automatic washer have specific job prices. Effect has been to drop average charge from about \$7 to \$6. TV charges remain at \$7 for the first half hour. It's been welcomed by non-servicing dealers with huzzahs. But it strikes a new competitive note for servicing dealers.

Meanwhile, air conditioners and fans, refrigerators, and automatic washers stole the sales limelight last month. The Washington-Baltimore area was witness-

ing a rousing air conditioning season. In Washington and environs dealers were reordering frenziedly, and casement units and kits for window conversions were exhausted. Fans there tagged right along behind. One dealer, bogged down with an inventory for three years, was completely cleaned out, selling 150 fans in three days.

Elsewhere in the East the story was much the same. A distributor in Buffalo was out of air conditioner stock. So was one in Boston. New York and Philadelphia distributors were "more than pleased" with the season so far. Even in places like northern N. J., Reading, Pa. and Bridgeport business was good.

Strength in refrigeration delighted many eastern distributors and dealers alike. A New York distributor considered his refrigerator business "fabulous." A Philadelphia dealer is experiencing his "best summer months in refrigeration." In Buffalo both refrigerators and freezers have been "excellent" for a distributor. And in Boston, where the filing by Magee's in Chapter XI has created a sticky, cautious attitude, with dealers buying carefully, refrigerators remained the "one bright spot."

Where refrigeration did not top sales, as in Washington, laundry equipment seemed to be plugging the gap. Areas like Philadelphia, Buffalo, Albany, Reading, and the New York-New Jersey metropolitan area found washers consistently good.

THE MID-WEST

By Ken Warner



The pace slows in mid-summer . . . TV still selling, in spots . . . Air conditioners slump . . . But, mainly, it's a good summer.

IT'S midsummer and sales look like it in the Midwest. In all categories sales showed their annual slowdown after the Fourth of July weekend.

In Chicago proper, barring a full two-week August hot spell, the air conditioner business is over, dealers say. Whether they're happy or not depends on the inventory. A north-sider with exactly two units on hand, and no calls for them, chuckles over his 1959 acumen (he had plenty left over in 1958). While a south-sider says, resignedly, "Well, I could still move them." (Don't feel too sorry for him—he moved an awful lot of "buys" before the letdown.)

Out in the suburbs, dealers are expecting the season to last spottily into August, with the chance of the weather providing a maybe-big pay-off. At least, suburban dealers are holding more inventory than the city men, reflecting perhaps their generally better-heeled customers.

Humid weather in Iowa has one Waterloo man happy. Dehumidifiers again showed a gain over last year, for the third or fourth year in a row. The units haven't moved in volume in Chicago yet because it's been a relatively dry summer.

Out in Kansas, things are evidently looking up. Kansas Power and Light has recorded more increases than decreases in appliance sales (they rate them by category) for the first time this year. In one category—television—this was the first increase tallied in two years.

The statistics look good all over, according to the Federal Reserve Bank of Chicago. Among other choice recovery items, the local "Fed" finds five Midwest cities among the 12 in the nation with the best employment situations.

The excitement engendered in Chicago by the visit of the Queen was accompanied by genuine amusement in the city's appliance trade.

The itinerary for the royal party included the International Trade Fair at Navy Pier. And the Queen really got the red-carpet treatment at the Pier. A half-mile of red carpet, in fact, and every inch furnished by Polk Bros. Uniformly, appliance men said, admiringly, "Leave it to Sol."

The Trade Fair proved an eye-opener in other respects, too. Some of the more commercial type exhibits, particularly in foods and home furnishings, and notably sewing machines, turned in some fantastic sales records. One salesman had a \$5,000 day, all by himself. Of course, the

Continued on page 16

WHY WE BELIEVE IN 2-STEP DISTRIBUTION

A statement of policy by
Pennsylvania Power Mower Division
and ACCO Power Products Division of
American Chain & Cable Company, Inc.

This Fall, American Chain & Cable Company will introduce two lines of power mowers to the public. One will be marketed by the famous Pennsylvania Power Mower Division. The other will be sold by the entirely new ACCO Power Products Division.

We feel that now is the time to re-state our firm belief in the policy of 2-Step Distribution of consumer products. By that we mean—distribution from Manufacturer to Distributor to Dealer. Therefore we repeat that our policy will be:

- To sell PENNSYLVANIA Power Mower products EXCLUSIVELY to hardware distributors and garden supply houses for re-sale to retail dealers.
 - To sell ACCO Power products EXCLUSIVELY to distributors in the appliance, automotive and specialty fields for re-sale to retail dealers.
-

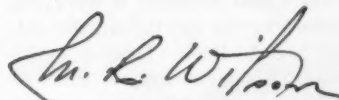
We are convinced that this 2-Step Way is the most efficient, economical and successful method of distribution possible. For 3 important reasons:

1. The nation's wholesalers provide facilities and services of vital importance. Their services enable the manufacturers to market their products at the lowest possible cost. They make it possible for all of us—manufacturer, wholesaler and dealer—to share the full benefits of mass production.
2. Today's low-inventory, high-turnover sales methods make the function of the wholesaler invaluable. We therefore will serve you, Mr. Dealer, through the best merchandising distributors available.
3. The ultimate test of any product is consumer acceptance. We are certain that a policy of 2-Step Distribution is the only assurance—ours and yours—of lasting customer satisfaction.

Therefore we pledge:

- To sell top-quality PENNSYLVANIA and ACCO Power products to a limited number of carefully selected wholesalers.
- To deliver the best product at the best price—with healthy profits for both distributor and dealer.
- To back up our distributors and dealers with solid advertising and merchandising support.

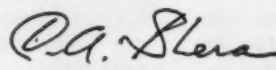
We recognize our dependence upon our distributors and dealers. We welcome the opportunity to publish this statement of policy for you, our business partners.



M. R. WILSON
General Manager



ALLAN M. TINKER
Sales Manager
PENNSYLVANIA POWER
MOWER DIVISION



C. A. SHERA
Sales Manager
ACCO POWER PRODUCTS
DIVISION

PENNSYLVANIA POWER MOWER DIVISION AND ACCO POWER PRODUCTS DIVISION OF AMERICAN CHAIN & CABLE COMPANY, INC., BRIDGEPORT, CONN. • PLANT AND DIVISIONAL SALES OFFICE, EXETER, PA.



trends

REGION BY REGION

almost-incredible attendance figures color these results. On some days, 30,000 people showed up at the Fair. And almost every one was a potential customer.

New features in refrigeration, notably in Frigidaire, are still getting raves from dealers. And they're making sales for dealers, too. But all is not rosy with features in the mind of one Chicagoan. This man has had a problem with flush-back models. "I've had to change three or four of them for models without fans," he says. "In some of these dinky little kitchens that fan sounds like it's on a sounding board. Drives 'em crazy." For the moment, this dealer's answer to the problem is to lie low in the hope that next year will be better—or at least less noisy.

THE SOUTH EAST

By
William McGuire



Room coolers key good business in the South . . . Refrigerators and freezers move well . . . Dealers plan fall promotions

WITH air conditioning leading the way, most Southeastern dealers and distributors moved confidently out of a good June into what looked, by mid-point, like an excellent July. Behind many lay the best first-half in several years . . . ahead, the probability of a solid second six months, capped by a free-spending Christmas.

Room coolers were the key to it all, for as air conditioning goes, so goes the South in summer. After a generally slow start, the market gathered momentum rapidly in the last two weeks of June and the first two of July. From Miami, Charlotte, Atlanta, Chattanooga, Memphis, Nashville, Richmond and Birmingham came the good word: volume high; prices firm in most lines; carryover inventories depleted; dumping a non-existent factor.

But out of New Orleans, a key cooler market, came a sadder tune. Dealers

there were hurting, sitting uneasily on fat inventories rendered largely immobile by excessive rain and cool nights. One major buyer, faced with the prospect of carrying over a bundle of units, says no more pre-season, pre-paid, big package deals for him. Next year, he'll buy in nothing bigger than 24's, and as need dictates. Meanwhile, units were becoming available at or near cost here and there in the city.

In Richmond, a retailer anxious to improve his air conditioner net figured to do it through service, began selling five-year parts and labor policies for \$30. In spite of the product's low average time in operation per year, his fingers were admittedly crossed. Many others were passing up potential plus profits by selling installation for a break-even \$10 or \$15. But one alert Tennessee dealer was farming his for a flat customer charge of \$35, and picking up an extra ten dollar bill on each job.

It looked like a solid summer for refrigeration in the South, with the 12's and up still showing the way. Though less spectacular than last year's market, '59 freezer sales held steady in most metropolitan areas, looked better yet in rural sections. Again, the big chests were the big movers.

In Tennessee, a multi-outlet dealer grew tired of conceding the lion's bite of the freezer market to Sears, sent his entire sales force out to shop the local store's freezer department, then held a detailed product-comparison meeting. Result: plenty of freezer sales ammunition, ranging from quality to pricing.

Though generally dormant at retail, electronics were showing signs of wholesale life, as new lines broke and specials were dangled before dealers.

The back seat being given split units in the new stereo lines interested Southern dealers, while not altogether convincing them. Last year's rather respectable two-piece demand was still fresh in their minds, though most felt that the mass market lay somewhere in this middle ground. Meanwhile, stereo sales remained anemic.

But fall was in sight. A Richmond firm was preparing to hit again with its annual October hi-fi show, held in a hotel with each of the store's eight manufacturers renting a room, setting up a display therein and staffing it. During the show, the dealer's salesmen roam at large, picking up and running down leads supplied by the manufacturers' men at the displays.

Briefly, air conditioners were tabbed best movers by retailers in Chattanooga, Richmond, Birmingham and Memphis; while refrigeration got the nod from dealers in Charlotte and Atlanta, and distributors in New Orleans, Atlanta and Memphis. TV was dead for dealers in Miami, Charlotte, Atlanta and Chattanooga, and distributors in New Orleans, Miami and Nashville. Laundry was good to fair, with the low end the active end.

THE GREAT LAKES

Hot weather appliances respond to hot weather . . . Detroiters enjoy spurt in TV . . . Steel strike worries some

IT'S been a great summer around the Great Lakes. Widespread reports show blue skies and sunshine adding the final impetus to the buying streak.

Air conditioning took off early in the summer and hasn't stopped yet. New features in this year's models, like humidity controls, reversible cycles and good styling seem to have done the trick. From all over the Lakes region—Detroit, Cleveland, Dayton, Columbus, and Cincinnati—comes the word that sales compared with last year are phenomenal.

Freezers are edging up toward that top spot, too. In Cleveland, the Cleveland Electric Illuminating Co.'s way of pointing out how much time, money and effort Mrs. Housewife saves with the purchase of a freezer seems to be working. At least, their display areas always attract a crowd. From Lexington, Kentucky Utilities employees entered in that company's "partnership" plan are out looking for prospects. K U reports that out of 300 prospects turned in by employees, sales numbered 109.

Dehumidifiers, pushed along by the summer heat and water, are showing up good everywhere. A Detroit retailer says "It's the best year for us in dehumidifiers since '55." Dehumidifier sales have been on the increase for a couple of years. It's no longer a luxury, either, and dealers have found it's a pretty low saturation market for them.

What effect the steel strike will have on the Great Lakes economy is worrying some dealers. They've felt it too little yet, at this writing, to know. They've heard people postponing some majors through that uncertain steel strike talk period. Now that the strike is on, they're certain it will mean a drop in sales to most of northeastern Ohio.

Great Lakes dealers don't seem worried they might be in for a let down. "Current high sales are what we've been waiting for, and it's about time they came," said one urban dealer who's had to increase his sales staff this year. Most of them attribute the rosy picture to "better conditions all the way around that finally worked their way to us." They're reporting, except for the highly industrialized steel centers, a demise of that old wait-and-see attitude.

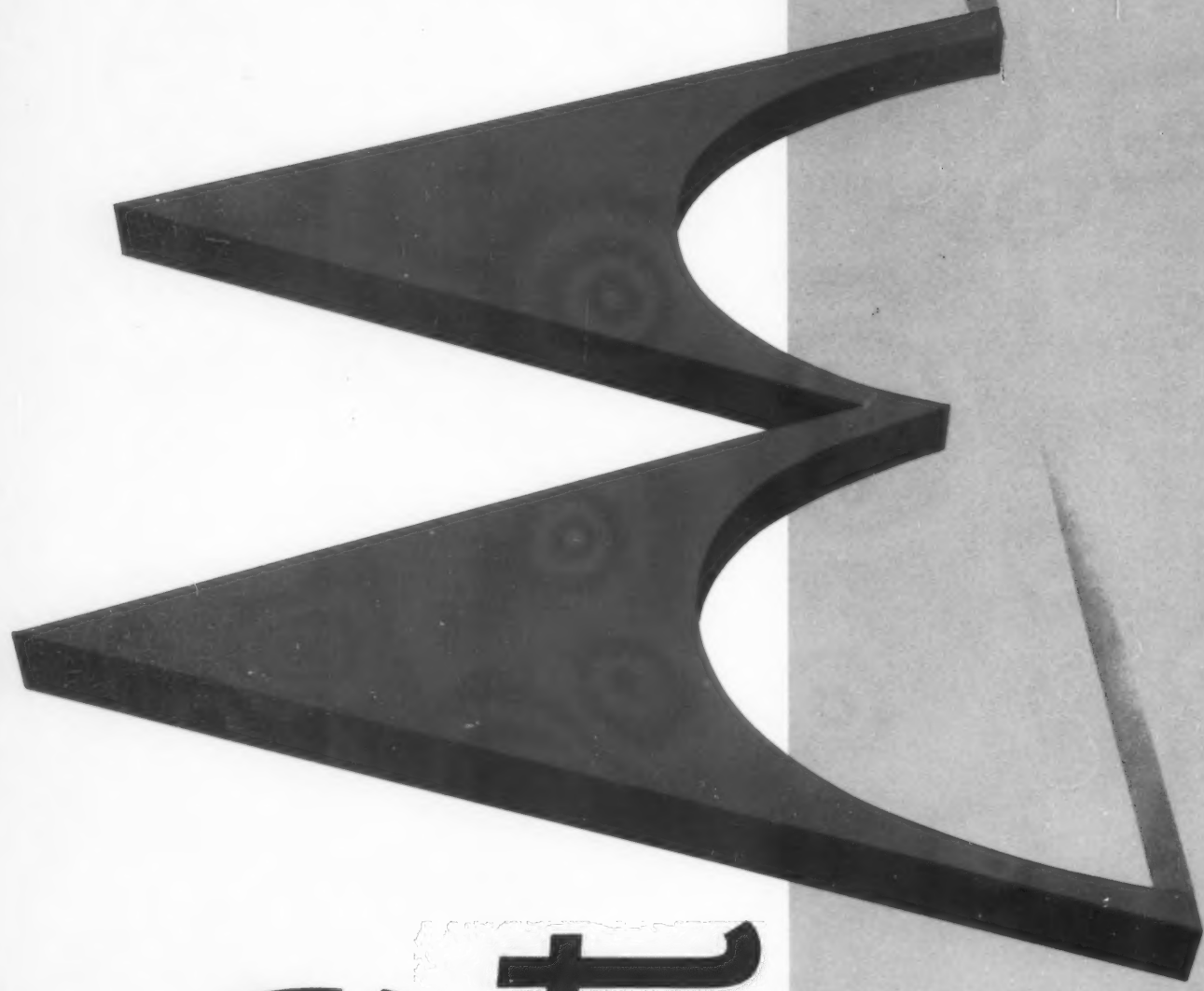
They're predicting a good fall, so long as the steel strike doesn't last too long.

Continued on page 28

**The
Most**



**The
Most**





MOTOROLA **FOR**
1960


Most Advertised
Most Saleable
Most Profitable
Most Copied


and destined
to be the

 **Television**

 **Portable
Television**

 **Stereophonic
High Fidelity**


 **Portable
Radio**


 **Table and
Clock Radio**

See The that any one line ever gave
Most a dealer to sell


Most Advertised Most Saleable Most Profitable and destined to be the Most Copied

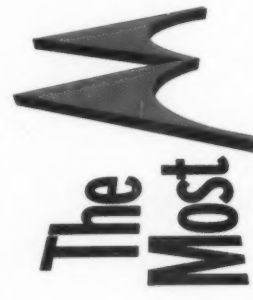
 Television

 Portable
Television

 Stereophonic
High Fidelity

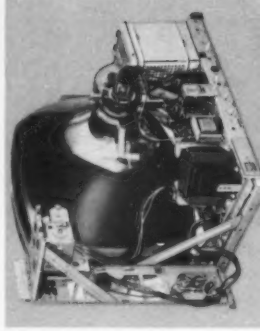
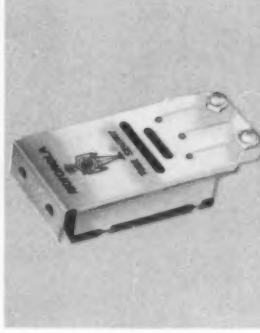
 Portable
Radio

 Table and
Clock Radio

The  in TELEVISION... **MOTOROLA**
FOR 1960

The Most RELIABLE TV EVER

One feature every customer wants (and expects) above all else in TV is *reliability*! Chances are he's buying a new set because the repair bills on the old one have him swamped. What better way can you think of to guarantee this reliability to him (with



THE MOST RELIABLE TV EVER

One feature every customer wants (and expects) above all else in TV is *reliability*! Chances are he's buying a new set because the repair bills on the old one have him swamped. What better way can you think of to guarantee this reliability to him (with *no* risk on your part) than with the famous and exclusive . . .

MOTOROLA GOLDEN GUARANTEE†

Full year guarantee on all Tubes and Parts plus 5 years on the Golden Tube Sentry Unit.

The Most POWERFUL TV EVER

Extra power results in extra performance. And there's no set made that can match the booming bright, clear picture you get to sell in new Motorola TV. Every channel you used to get (even some you couldn't) now comes in brighter and with less interference. This difference is so outstanding your customers can see it . . . and be remarkably impressed by it.

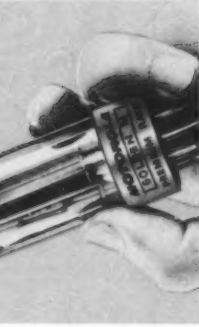
The Most CONVENIENT TV EVER

Customers who want TV remote-control convenience expect more than just one or two models to choose from. They've got them. Because Motorola designed an advanced remote control for every cabinet style in the line. More than a dozen models offer Motorola's profit-making electronic step-saver.

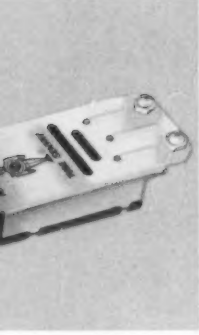
SPECIFICATIONS ON ALL MODELS SUBJECT TO CHANGE WITHOUT NOTICE

*TRADEMARK OF MOTOROLA INC.

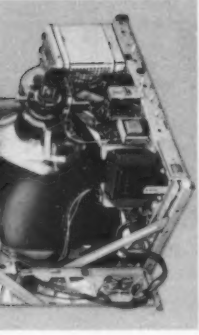
†FULL DETAILS AND TERMS ARE CONTAINED IN THE WARRANTY STATEMENT ATTACHED TO ALL MODELS TO WHICH THE GUARANTEE APPLIES.



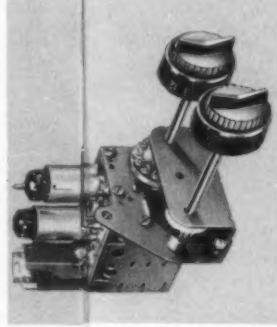
GOLDEN "M" TUBES AND PARTS
Important reasons why Motorola TV lasts longer, is most trouble-free. They're designed to last 100% longer, on the average, than any other components ever put into home TV.



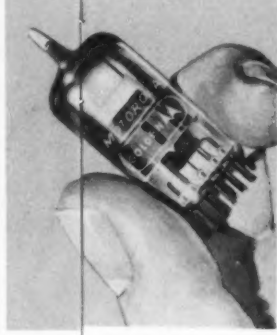
NEW MOTOROLA GOLDEN TUBE SENTRY UNIT
Ends tube-busting shock of warm-up power surge . . . the main cause of TV failure. As a result, Tube Sentry triples TV life expectancy . . . is engineered to eliminate 3 out of 4 service calls.



SUPER GOLDEN "M" HORIZONTAL HAND-WIRED CHASSIS
New compact Strato-Deck design runs cooler. Greatest operating dependability from exclusive high-voltage transformer and rectifier tube. Ceramic-encased capacitors for longest life.



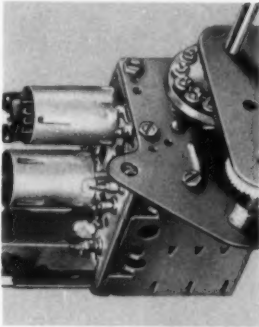
NEW FREQUENCY CONTROLLED OSCILLATOR TUBE
This exclusive Motorola tuner tube reduces drift to as little as 1/20th compared to ordinary tubes of this type. Once Motorola TV is tuned to a station, it keeps precision-fine-tuned permanently . . . from channel to channel. And only Motorola TV has it.



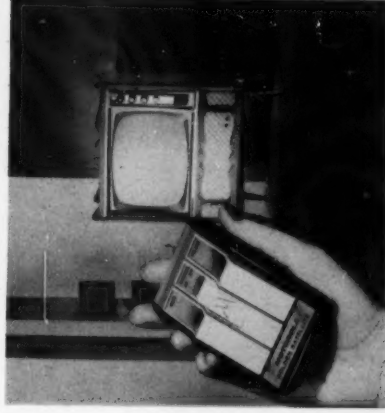
NEW GOLDEN "M" FRAME GRID TUBE
Compared with ordinary tubes, this one actually has 100% more power to amplify the signal received in the set, extends range of TV reception up to 35%. It cuts signal interference as much as 50% to greatly reduce the "snow" and "milky" effect in pictures.



20,000 VOLTS OF PICTURE POWER
Gives the most brilliant picture contrast ever seen on a TV screen. Black shows blacker, white whiter. 180 Volts of Video Drive keep dots tiny and pinpointed for cleaner, sharper picture. Total of 3,600,000 cycles of picture information per second.



NEW CUSTOM-MATIC 4-WAFER CASCADE TUNER
Ends fuss of fine-tuning. Select channel, push in knob, rotate until picture and sound are fine-tuned. Just *once*, and TV stays fine-tuned for good!



NEW PERFECTED GOLDEN SATELLITE IV WIRELESS REMOTE CONTROL

- ★ Turns TV on or off
- ★ Changes channels (brings in pictures automatically fine-tuned).
- ★ Adjusts volume to 4 levels
- ★ Mutes sound

. . . from way across the room. And without wires, expensive batteries, or tubes.

Most Advertised Most Saleable Most Profitable

and destined
to be the
Most Copied



Television



Portable
Television



Stereophonic
High Fidelity



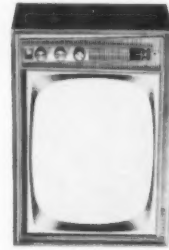
Portable
Radio



Table and
Clock Radio

The Most BEAUTIFUL TV EVER

Motorola offers the broadest line of table and console television ever... all with 21" picture tubes (over-all diagonal meas., with 263 sq. in. picture viewing area). More than 39 different models with handsome cabinets in every styling imaginable... modern, contemporary, French provincial. Newest furniture colors. Finest appointments. Most outstanding (and exclusive) are magnificent custom cabinets by Drexel to match its popular furniture groupings.



MODEL 21T66. Colors: Charcoal, Bronze.



MODEL 21T57. Colors: Grained Mahogany, Grained Blond.

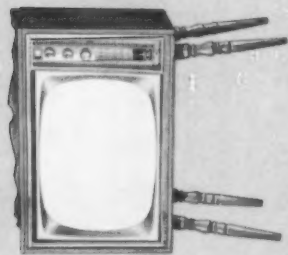


MODEL 21T68. Colors: Mahogany, Blond.

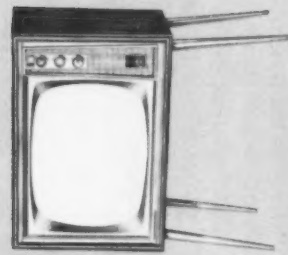


MODEL 21T69. Remote Control. Colors: Grained Mahogany, Grained Blond.

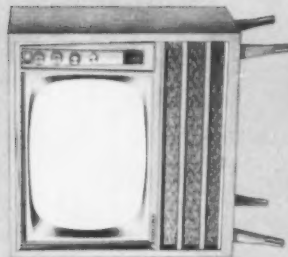




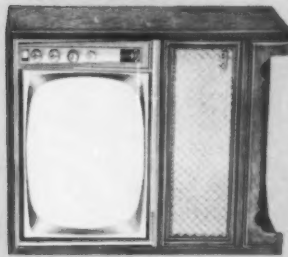
MODEL 21K130. Early American Console. Color: Cherrywood.



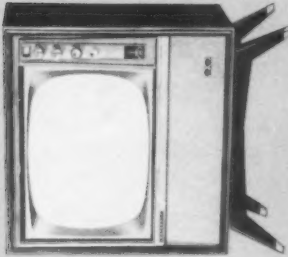
MODEL 21K129. Remote Control. Colors: Mahogany, Blond.



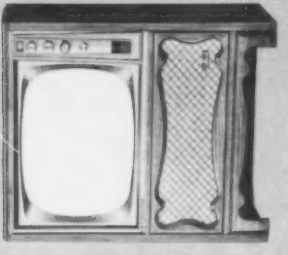
MODEL 21K124. Colors: Mahogany, Walnut, Blond.



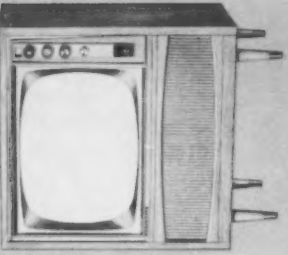
MODEL 21K125. Colors: Mahogany, Blond.



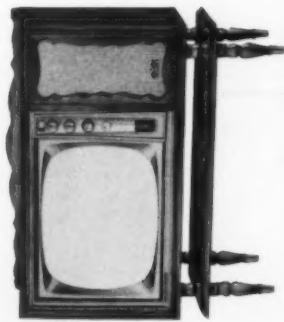
MODEL 21K128. Swivel Base. Colors: Mahogany, Walnut, Blond.



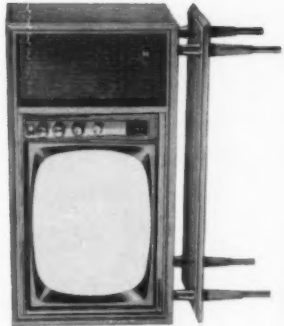
MODEL 21K127. Early American Styling. Color: Cherrywood.



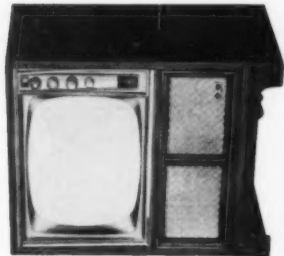
MODEL 21K137. Remote Control. Colors: Mahogany, Blond.



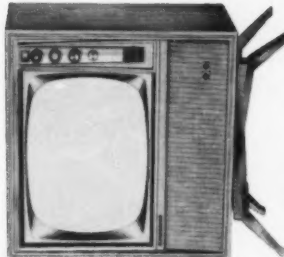
MODEL 21K136. Early American Horizontal Styling. Color: Cherrywood.



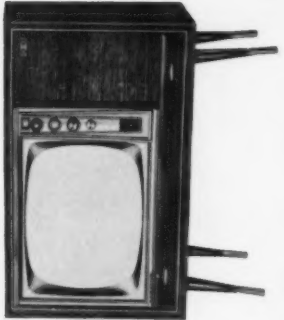
MODEL 21K129. Horizontal Styling. Colors: Mahogany, California Mahogany, Blond.



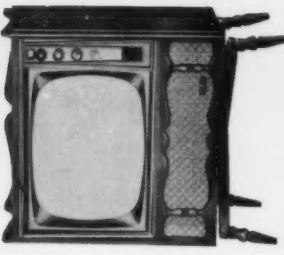
MODEL 21K138. Remote Control. Color: Mahogany.



MODEL 21K139. Remote Control. Swivel Base. Colors: Mahogany, Walnut, Blond.

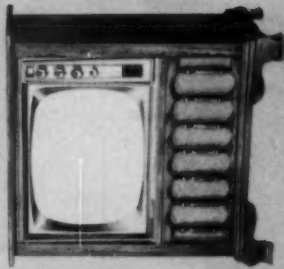


MODEL 21K140. Remote Control. Horizontal Styling. Colors: Mahogany, Blond.



MODEL 21K141. Remote Control. Early American Styling. Color: Cherrywood.

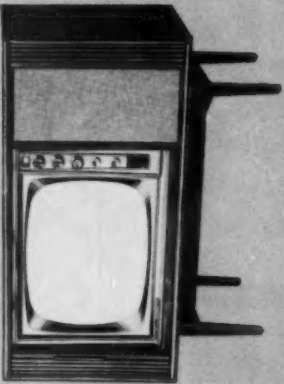
Drexel-Styled Models (all available with remote control. Optional, extra)



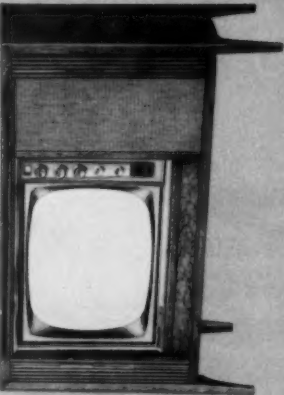
MODEL 21K131. Drexel's Dutchess County Styling. Genuine Cherrywood veneer.



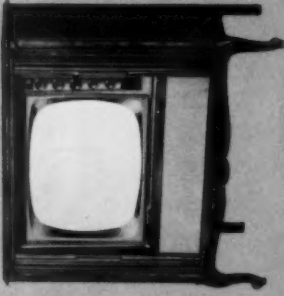
MODEL 21K132. Drexel's Projection Styling. Genuine Walnut veneer.



MODEL 21K134. Drexel's Declaration Styling. Genuine Walnut veneer.



MODEL 21K135. Drexel's Profile Styling. Genuine Walnut veneer.

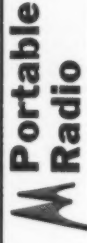
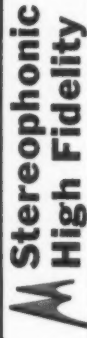



MODEL 21K136. Drexel's Touraine Styling. Genuine Walnut veneer.



MODEL 21K139. Drexel's Travis Court Styling. Genuine Mahogany veneer.

Most Advertised Most Saleable Most Profitable and destined to be the Most Copied



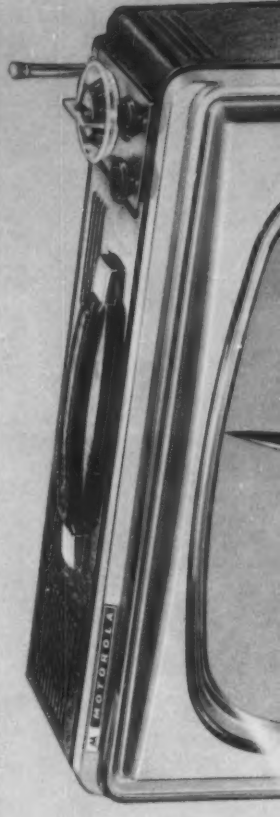
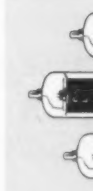
The **Most**  in **PORTABLE TV...** **MOTOROLA**
FOR 1960

The Most RELIABLE PORTABLE EVER

Motorola has added premium-rated Golden "M" Tubes and Parts to new Portable TV. The same husky components that make Motorola's top-of-the-line consoles so dependable. With the jouncing-about they get,

**FULL YEAR GUARANTEE ON ALL TUBES AND PARTS
ON NEW MOTOROLA PORTABLE TV**

New Premium-Rated Golden "M" Tubes and Parts. Important reason why Motorola TV lasts longer, is most trouble-free. These components are designed to last 100% longer, on the



Motorola has added premium-rated Golden "M" Tubes and Parts to new Portable TV. The same husky components that make Motorola's top-of-the-line consoles so dependable. With the jouncing-about they get, portables are a natural for the extra protection provided by these rugged components. It pays off, too. With reliability so outstanding, you've got a story to tell nobody can beat . . . and you can back it *in writing!*

The Most POWERFUL PORTABLE EVER

Don't let the slim, compact looks fool you. New Motorola Portable TV is popping with *The Most* power in portable history. Tucked inside are the high-performance components of Motorola's most luxurious console models. Travels light, plugs in anywhere, and works off its own built-in Magic Mast Antenna System. The result's a brilliant, crisp, picture you can't beat at any price.

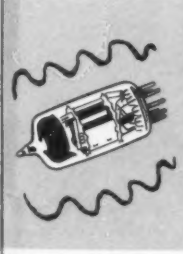
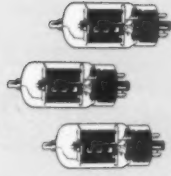
The Most EASY-TO-SERVICE PORTABLE EVER

New Motorola Portable TV is the easiest set you ever saw to get into and out of. In less than a minute the chassis slips out of the set, so you can test any part you want to. Help-after-help features (like the test points and quick-disconnect terminals) trim trouble-shooting to a fraction of the time needed by ordinary portables.

FULL YEAR GUARANTEE ON ALL TUBES AND PARTS ON NEW MOTOROLA PORTABLE TV

New Premium-Rated Golden "M" Tubes and Parts. Important reason why Motorola TV lasts longer, is most trouble-free. These components are designed to last 100% longer, on the average, than any other components ever put into home TV.

New Tube Sentry Protection. Ends the tube-busting shock of warm-up power surge . . . main cause of TV failure. As a result Tube Sentry triples TV life expectancy.



New Golden "M" Frame Grid Tube

Has 100% more power to amplify the signal received . . . cuts interference as much as 50% to reduce "snow" and "milky" effect in pictures.



New 4-Water Cascade Tuner

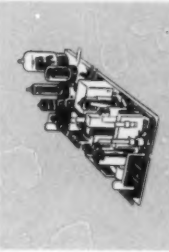
The only tuner to turn out a stronger signal than the one it picks up. New High Pass filter practically eliminates outside interference.

... plus **37,000 Volts of Picture Power** (more than many consoles).



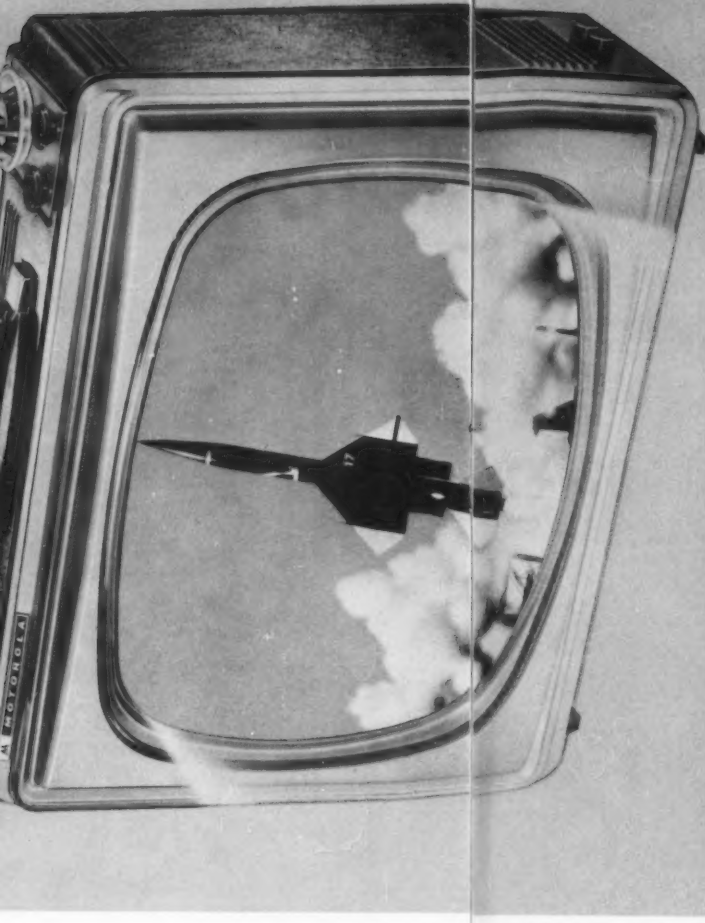
Newly Designed Multicolor-Coded Chassis.

With 4 basic colors, a total of 14 different combinations. Coded on both sides. Trace circuits in same way you trace hand-wired models.

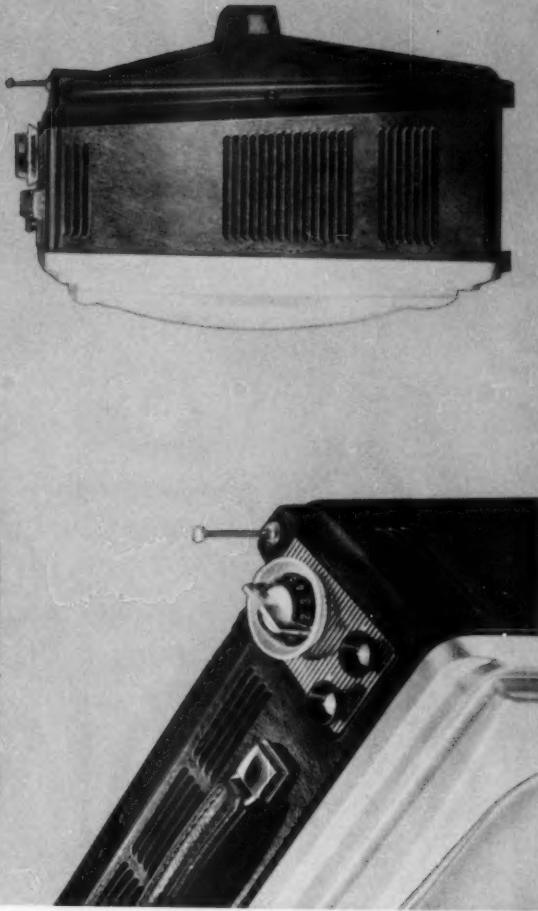


New Pull-Out PLACIR® Chassis.

Slides out of cabinet for service ease through pull-out plug connectors. Proved reliable in accelerated life tests by a leading independent laboratory.

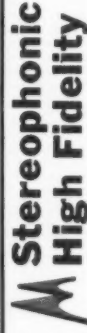


Model 17P6. 17" over-all diagonal meas., 155 sq. in. picture viewing area. Colors: Black and Silver, Wheat and Gold, Turf and Gold.



Most Advertised Most Saleable Most Profitable Most Copied

and destined
to be the



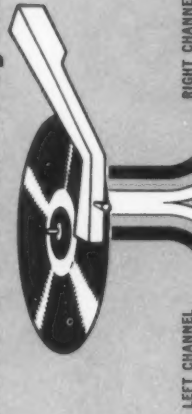
The **M**ost in **STEREO HI-FI...** **MOTOROLA**
FOR 1960

The **Most** ADVANCED STEREO HI-FI EVER

New 3-Channel System

Only Motorola uses this authentic new 3-channel system to capture the ultimate in sound from standard stereo records. Secret of its outstanding superiority is Motorola's ex-

How Motorola's 3-Channel System Works



Golden Audio Separator (another Motorola exclusive) sends the proper notes of each channel to proper amplifier and speakers. Protects against the intermodulation distortion (so common in ordinary stereo sets), caused by low notes feeding into high-frequency speakers and vice versa, that lessens the stereo effect.

New 3-Channel System

Only Motorola uses this authentic new 3-channel system to capture the ultimate in sound from standard stereo records. Secret of its outstanding superiority is Motorola's exclusive Golden Audio Separator.

This ingenious device separates the high and mid-range frequencies of each channel from the lows. Then blends the low-frequency notes from both channels into a third channel. From here they're fed to 3 *separate amplifiers* which are electronically matched to 3 *separate speaker systems*. High and mid-range notes play through speakers at left and right... bass notes through a separate central speaker.

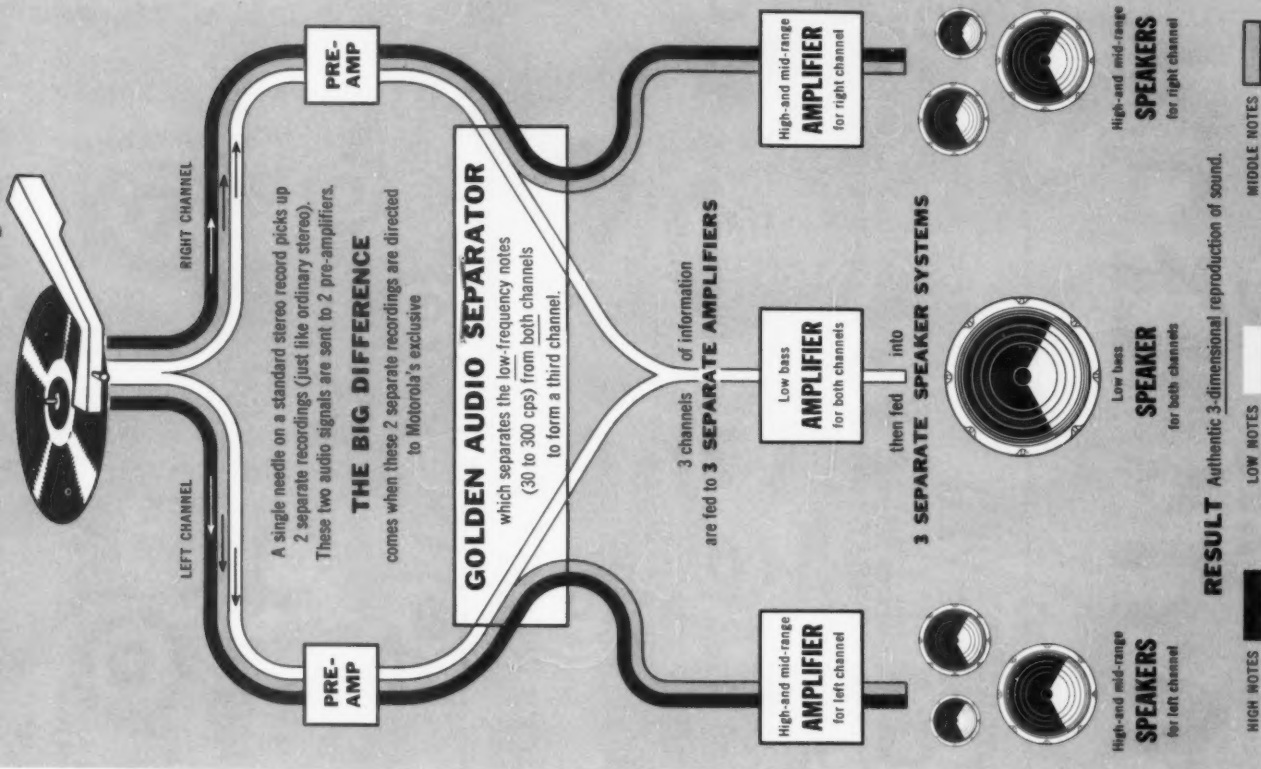
The Most REALISTIC STEREO HI-FI EVER

When it comes to realism, there's nothing (outside the original performance) that can match the full-bodied depth and dimension of new Motorola 3-Channel Stereo Hi-Fi.

It's superior to any other system in existence. You *don't* have to sit "in the middle" to enjoy it. It is the only method of playing stereo records that produces the remarkable 3-dimensional effect of stereo *everywhere* in the room... "wall-to-wall" and even in the corners.

3 Separate Speaker Systems (not just 2) with up to 7 electronically matched and balanced speakers to cover the entire audible frequency range of from 30 to 20,000 cps. perfectly.

3 Separate Amplifiers (not just 2) with up to 80 watts peak power. Up to 20 watts for right and left channels. 40 watts for bass in center. They introduce new sound separation, direction, and fullness over entire frequency range.



nel to proper amplifier and speakers. Protects against the intermodulation distortion (so common in ordinary stereo sets), caused by low notes feeding into high-frequency speakers and vice versa, that lessens the stereo effect.

The Most CONVENIENT STEREO HI-FI EVER

For all its magnificent sound, new Motorola 3-Channel Stereo Hi-Fi is easy to operate and demonstrate. All controls needed for perfect sound reproduction are located in the **single** cabinet... and grouped together on the audio selector panel.

Function selects monaural or stereo operation. **Compensator** automatically allows for recording characteristics of different record types. **Loudness** is calibrated for variable volume settings. **Treble** adjusts high and mid-dle notes of both channels with a single control. **Bass** raises or lowers notes of center speaker. **Balance** equalizes sound levels of right and left speaker systems for perfect stereo effect, according to acoustical requirements of the room.

The Golden "800" 4-Speed Automatic Record Changer plays *all* the records your customers now own. Automatically intermixes 10-in. and 12-in. records of the same speeds. Entire set shuts off automatically after last record.

The Most BEAUTIFUL STEREO HI-FI EVER

The beauty of top-of-the-line Drexel furniture pieces is reflected throughout Motorola's complete Stereo Hi-Fi line... down to the lowest-price portable. This fresh new Motorola concept in styling is as outstanding as its sound.

The number of models alone (38 in all) gives you some idea of what to expect.

Most Advertised Most Saleable Most Profitable

and destined
to be the

Most Copied

 Television

 Portable
Television

 Stereophonic
High Fidelity

 Portable
Radio

 Table and
Clock Radio

The Most SALEABLE STEREO HI-FI EVER

What an assortment of models! In nearly every conceivable combination of styles, components, and prices imaginable. Portables, Single-Unit Consoles, Multi-Unit Consoles. Even magnificent and exclusive cabinets created in Drexel's most popular furniture groupings.



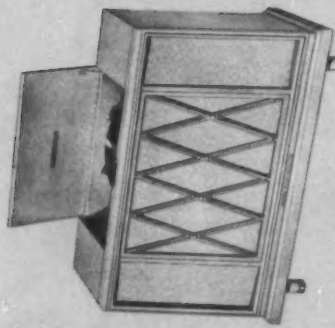
MODEL SK22. Golden Stereo "400" Automatic Changer. Colors: Mahogany, Blond.



MODEL SK24. 34 watts of power. Colors: Mahogany, Blond, Walnut.



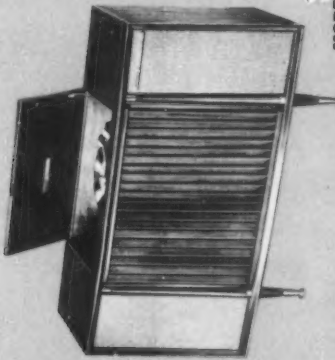
MODEL SK28. 80 watts of power. Colors: Mahogany, Blond, Walnut.



MODEL SK38. 50 watts of power.
Color: Grained Blond.



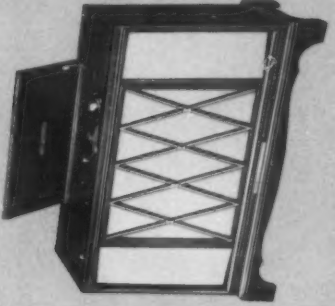
MODEL SK29. Swing-Out Speaker Door.
Colors: Mahogany, Blond, Walnut.



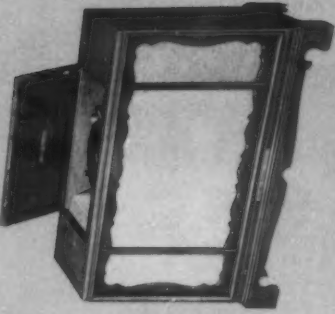
MODEL SK39. 80 watts of power.
Colors: Mahogany, Blond, Walnut.



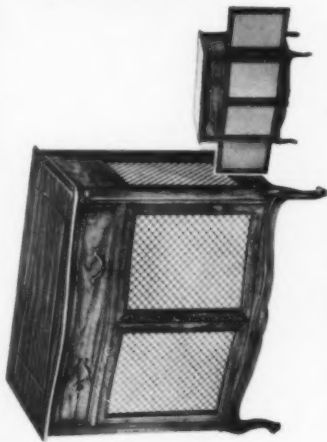
MODEL SK31. 3-Cabinet Design. 7
speakers. Colors: Mahogany, Blond,
Cherrywood.



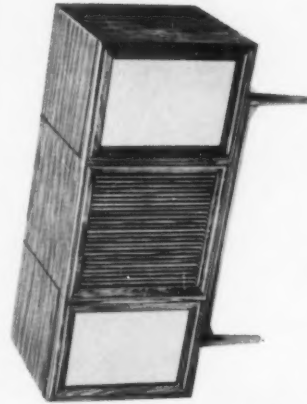
MODEL SK36. 50 watts of power. Color:
Grained Mahogany.



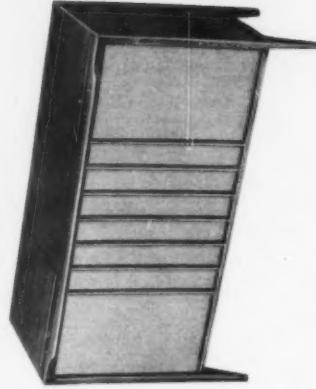
MODEL SK37. 50 watts of power.
Color: Grained Cherrywood.



MODEL SK35. Drexel's Touraine Styling.
Genuine Walnut veneer.



MODEL SK32. Drexel's Declaration Styl-
ing. Genuine Walnut veneer.



MODEL SK33. Drexel's Profile Styling.
Genuine Walnut veneer.



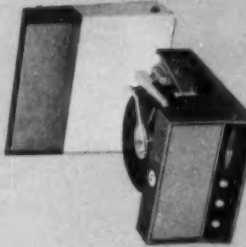
MODEL SK38. Drexel's Travis Court
Styling. Genuine Mahogany veneer.

A Motorola Exclusive!
Stereo Hi-Fi in Cabinets
Designed by **Drexel**
to match its most
popular furniture groupings.

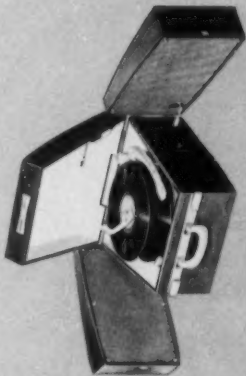
PORTABLE STEREO HI-FI



MODEL SF14. Plays all 4 speeds. Color:
Silver.



MODEL SF15. 2-Piece Design. Colors:
Brown and White, Blue and White.



MODEL SH16. 4 big speakers. Colors:
Congo Blue, Ebony.



MODEL SH17. 5 controls. Colors: London
Brown, Alligator Black, Irish Linen, Gold.



MODEL SH12. 34 watts. Colors: London
Brown, Alligator Black, Irish Linen.




MODEL SH14. 3-Channel Stereo in Lux-
urious Portable. Colors: Brown, Gold.

Most Advertised **Most Saleable** **Most Profitable** and destined to be the **Most Copied**

 **Television**

 **Portable
Television**

 **Stereophonic
High Fidelity**

 **Portable
Radio**

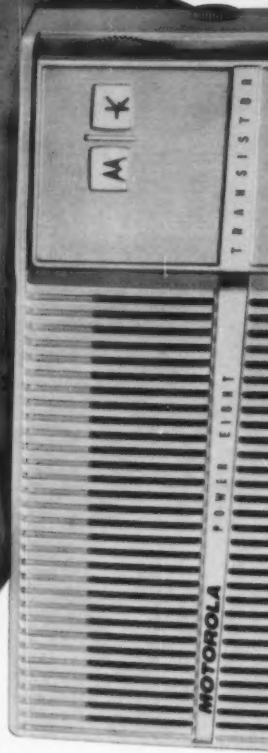
 **Table and
Clock Radio**

The  in PORTABLE RADIOS...
MOTOROLA FOR 1960

The Most POWERFUL RADIOS EVER

Looks that attract. Power to sell. The common denominator of every all-transistor Portable Radio in the new Motorola Line. Right down to the mitey tuck-in-a-shirt-pocket "Pocketeer". And

Palm-Size Portable



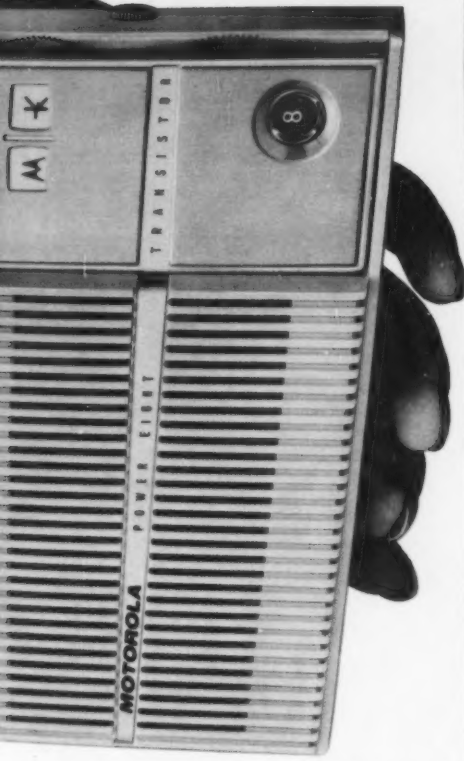
THE MOST POWERFUL RADIOS EVER

Looks that attract. Power to sell. The common denominator of every all-transistor Portable Radio in the new Motorola Line. Right down to the mitey tuck-in-a-shirt-pocket "Pocketeer". And every one of these Motorola radios performs where it counts the most... *in your store*. Where your sale hinges on it. There's a style, price, size to fit *any* fancy. What's more, there's a family resemblance and a logical feature step-up you won't find in "no-name" models. Plus the protection of Motorola's 90-day guarantee on all parts and labor at no additional cost.

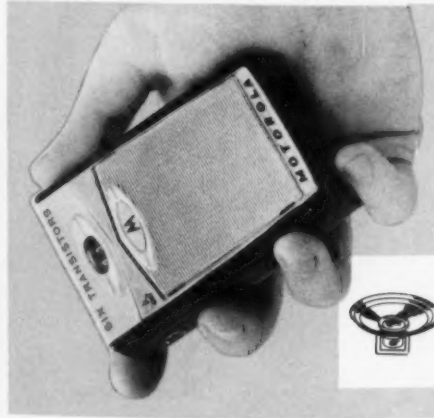


With 50% More Power! To Pull in Distant Stations!

New Motorola exclusive, grown-diffused transistors boost transistor power up to 50%. Potent chassis with 6 transistors, 2 diodes pulls in distant stations loud and clear, without distortion. Class B push-pull amplifier sweetens tone... cuts battery drain. Plays hundreds of hours on low-cost penlite batteries. Durable case in Gray or Smoke. Model X12.



Shirt-Pocket Radio



With Powerful Built-In Speaker!

Plays with sound of sets twice its size. 6-transistor chassis. Built-in Antenna pulls in stations like a magnet. Easel stand in cabinet back for stable "stand-up" position. Magnifying lens for easy tuning. One low-cost battery runs radio for hours. Durable case in Black, Blue, Green, or Red. Model X11.

Pocketful of Power

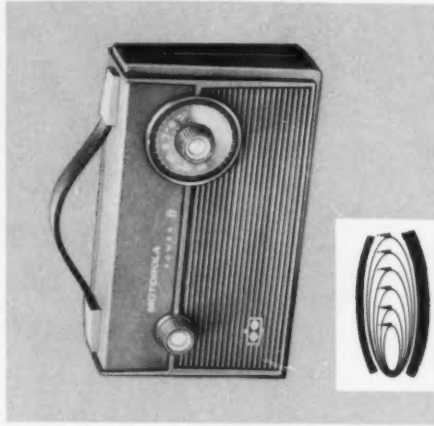


Most Powerful Pocket

Radio the World Has Ever Seen!

Eight-transistor, 2-diode chassis. Like carrying a 10-tube radio in your pocket! Tuned RF stage steps up power to get stations 5 times. 3-gang tuning condenser provides 9 times more power to reject unwanted signals. Vernier tuning. Class B push-pull amplifier. In Maple Sugar or Charcoal. Model 8X26.

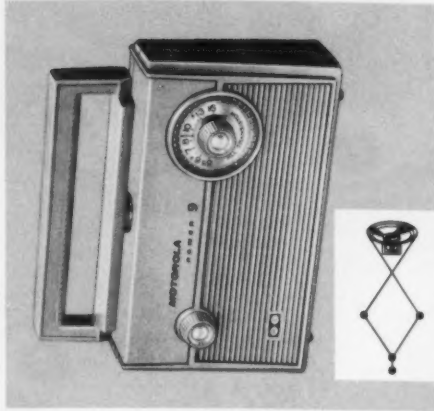
More Portable—More Power



6 Times the Audible Output Needed for Normal Listening!

New audio system with push-pull output makes this big voice perfect for out-of-door listening. 6 premium-rated transistors, 2 diodes sharpen sensitivity. Giant ferrite rod antenna. Plays up to 500 hours on ordinary flashlight batteries. In Brown or Green High-Impact Cabinet. Model L12.

Twice Audible Volume



From new Double-Driver, Push-Pull Audio System!

Two driver transistors plus 2 power transistors help develop 300 milliwatts of power output, more than *double* that of ordinary portables. Rotating Antenna-Handle turns to pull in stations, even distant ones, loud and clear. 7-transistor, 2-diode chassis. In White and Maple Sugar. Model L13.

Far-Reaching Power

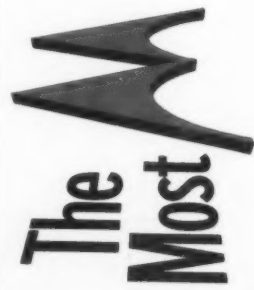
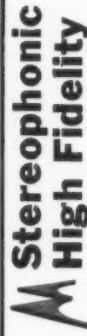


Exceptional Long-Distance Reception from New Hand-Wired Chassis!

Eight-transistor, 1-diode sensitivity pulls in stations strong and clear even when they're hundreds of miles away. 10 times more power to get stations with tuned RF stage. New audio circuit plus class B push-pull amplifier. Vernier tuning. Plays 500 hours on inexpensive flashlight batteries. In Smoke. Model L14.

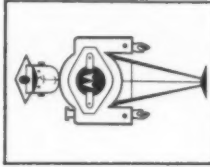
Most Advertised Most Saleable Most Profitable Most Copied

and destined
to be the



in **TABLE and CLOCK RADIOS** **MOTOROLA FOR 1960**

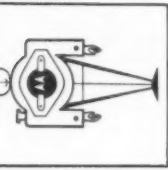
The Most DEPENDABILITY EVER



Now Motorola brings the same dependability to radio that it brought to TV. The famous Tube Sentry Unit that added long life to TV now does the same thing for new Motorola Table and Clock Radios. Watch your customer's eyes light up when you explain how new Tube Sentry extends

radio tube life up to 10 times... is designed to eliminate 3 out of 4 service calls. It's the biggest scoop to hit radio in years, and it's tied to smart new looks and prices that rate a double-take... to put you head and shoulders above anything competition has to offer.

The Most DEPENDABILITY EVER



signed to eliminate 3 out of 4 service calls. It's the biggest scoop to hit radio in years, and it's tied to smart new looks and prices that rate a double-take... to put you head and shoulders above anything competition has to offer.

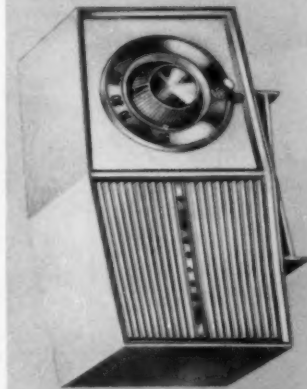
The Most TONE QUALITY EVER

These new Motorola models introduce as dramatic an improvement in radio sound as Hi-Fi was over the old phonograph. Motorola's new Broad Band IF Transformer doubles the audio frequency range to take advantage of better transmitting equipment used today by most stations. These new Table Radios now can receive sound frequencies up to 7,000 cycles (against only 3,500 cycles of most ordinary table radios). This extends bass response by a full octave... giving you the highest fidelity sound to sell that ever came out of a Table Radio.

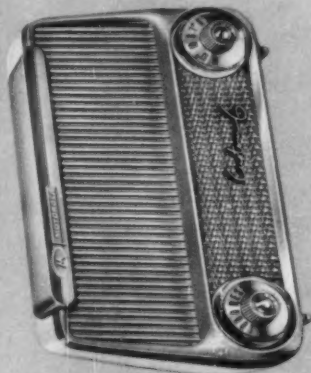


MODEL A2. Modern New Styling Treatment in Table Radios. With sloped cabinet, cantilevered base. Massive tuning dial with striking gold face and inserts. Colors: Mocha, Green Olive, Antique White, Pink.

MODEL A1. Motorola Breaks Price Barriers with Attractive New 5-Tube Radio. "Color-through" high-impact cabinet in 4 beautiful colors: Espresso Brown, Regimental Red, Cerulean Blue, Antique White.



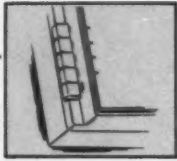
MODEL A4. Folded Horn Principle eliminates "ghost echo" that muddies tone quality. Super-sensitive chassis pulls in stations hundreds of miles away. Colors: White front, White vinyl-clad back. Green front, Tan back.



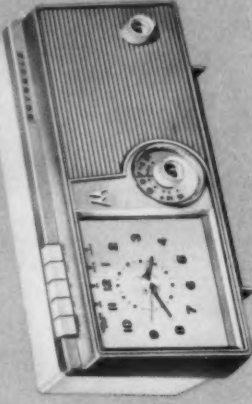
The Most CONVENIENCE EVER

In Clock Radios for 1960, Motorola has taken a page from the auto industry. Five new models are especially designed to offer from the minimum to the maximum of clock-radio features

in five gradual steps and prices. Your customers now need take only the clock radio features they want and can pay for. Every set, whatever price, offers the same powerful 5-tube chassis. Plus Motorola's exclusive new drift compensation circuit that guarantees the station will be "there" when the radio comes on, even when shut off for days.



MODEL C5. Complete Pushbutton Convenience. Exclusive Lazalarm repeats "Wake-up" call every 8 minutes. Wake to music. Timer controls. Slumber switch. Buzzer alarm. Colors: Green Olive, Maple Sugar, White.



MODEL C4. Classic New Simplicity and Beauty. Lazalarm. Wake to music. Slumber switch. Buzzer alarm. Variable illumination for night light or reading. Colors: Two-tone Blue, Brown and Tan, Pink and Brown.



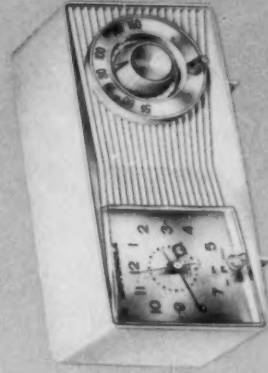
MODEL C3. Full Feature Performance Plus Lazalarm. Wake to music. Timer controls. Slumber switch. Buzzer alarm. Sweep second hand. Colors: Antique White, Green Olive, Maple Sugar.



MODEL C2. Full Features, Luxurious Styling, Low Price. Timer controls. Wake to music. Slumber switch. Buzzer alarm. Sweep second hand. Colors: Blue Mist, Crystal Pink, Antique White.



MODEL C1. Lowest Price Yet in a Clock Radio. Same basic chassis as Motorola's top clock radio model. Timer controls. Wake to music control. Sweep second hand. Color: Antique White.





Who Discovers the Discoverers?

"A professor can never better distinguish himself in his work than by encouraging a clever pupil, for the true discoverers are among them, as comets amongst the stars." CARL LINNAEUS

Somewhere in this mighty land of ours, a gifted youth is learning to see the light of tomorrow. Somewhere, in a college classroom or laboratory, a dedicated teacher is gently leading genius toward goals of lofty attainment. Somewhere the mind of a future discoverer—in science, engineering, government, or the arts—is being trained to transcend the commonplace.

Our nation has been richly rewarded by the quality of thought nurtured in our colleges and universities. The caliber of learning generated there has been responsible in no small part for our American way of life. To our college teachers, the selfless men and women

who inspire our priceless human resources, we owe more than we will ever be able to repay.

Yet how are we actually treating these dedicated people? Today low salaries are not only driving gifted teachers into other fields, but are steadily reducing the number of qualified people who choose college teaching as a career. At the same time, classrooms are beginning to get overcrowded. In the face of this, college applications are expected to double by 1967.

This is a severe threat to our system of education, to our way of life, even to our very existence as a nation. Our colleges need help—and they need it now!

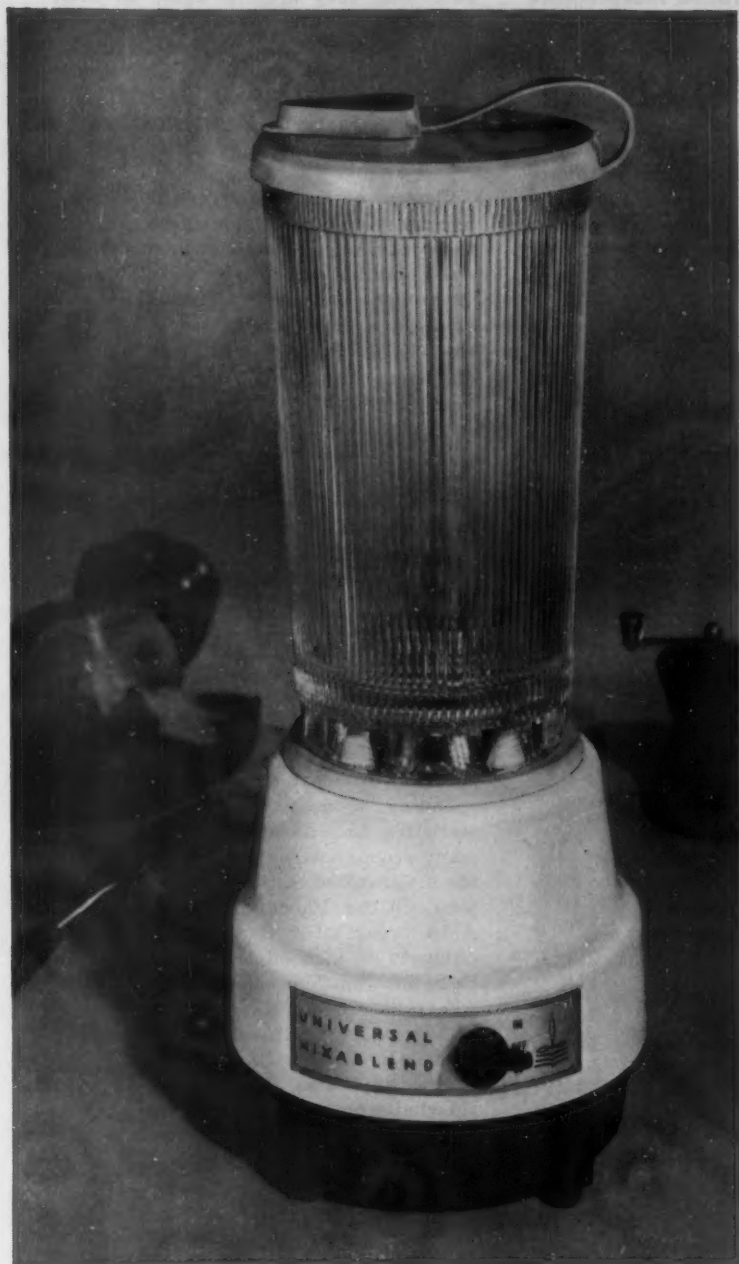


If you want to know more about what the college crisis means to you, and what you can do to help, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, New York.

Sponsored as a public service, in cooperation with the Council for Financial Aid to Education



New Styling...New Colors...New Features...New Values!



UNIVERSAL STIRS UP SALES FOR '59

ALL-NEW MIXABLEND

Super-powered for light or heavy liquids and rubber-mounted for vibrationless performance. New modern styling makes it a standout.

Only **\$39.95**

- Two-Speed Control
- Snap-On Lid with Spout
- Heat-Resistant Container
- 40-Ounce Capacity

ALL-NEW HAND MIXER

Handy 3-speed control on top. Powerful 115 watt motor never needs oiling. Rests on heel when not in use. New styling in 4 popular colors.

Only **\$19.95**

- Beater Ejector
- Nylon Gears
- Unbreakable Body
- Pink, Yellow, Turquoise or White

ALL-NEW FOOD MIXER

Lightweight, but extra-powered for even heaviest batters. Detaches from stand for use anywhere. New striking styling.

Only **\$44.95**

- 12 Full-Power Speeds
- 2 Heat-Resistant Bowls
- Speed Reference File
- Bowl Positioner

UNIVERSAL
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

trends

REGION BY REGION

THE SOUTH WEST

Optimism reigns . . . Cooperative promotion boost air conditioner sales . . . Major markets all report healthy business

RECENT developments in the Southwest promise good times ahead and have put a glow on the faces of appliance men.

In Dallas, R. L. Wagner, district manager for Westinghouse Appliance Sales, reported to dealers that the major appliance industry can expect a much better outlook in the Southwest for the next six months than for the past six.

Good news came in June to retailers in the Houston area. The city council put its stamp of approval on a new residential electric service rate which "will prove to be the biggest single stimulant to electric appliance sales this area has seen in many years," according to H. F. Staacke, commercial vice president of Houston Lighting & Power Company. The new rate will eliminate demand meter billing with August bills, and a special winter rate for November through April is expected to boost electric heating sales in the future.

With air conditioning sales lagging in Dallas, nine neighboring appliance dealers repeated a promotion that was mildly successful last year. This year it was a "terrific success." During the three-day promotion in June, christened "Knox Street Air Conditioning Carnival," the retailers gave away 6,000 soft drinks, a "mystery man" handed out over 800 silver dollars to customers who could produce air conditioning literature, and shoppers bought 800 air conditioning units. There was also a boost in TV and white goods sales during the carnival.

Generally throughout Texas, June sales showed improvement over May and June '58 figures. Refrigeration, home laundry and freezers held strong all over. In Fort Worth and Dallas most dealers reported that TV was in its usual summer slump. An exception was one Dallas department store that had a 40 percent boost in console sales. In south Texas, color TV sales showed a "decided" increase while B&W registered hard in the panhandle and West Texas.

July major appliance sales went off with a bang that dwarfed Independence Day fireworks, an Albuquerque dealer reports. Following a June which showed an 8 percent increase over '58, July may prove to be a record setting month in New Mexico.

Oklahoma folks are happy about a "boost in economy and a better appliance business." June sales topped May and totaled 10 percent to 15 percent over 1958 figures. AC sales are reported "very good considering 'fluctuating weather.' Temperature-wise, June was below normal but enough hot days cropped up to keep the customers shopping, an Oklahoma City dealer commented. Refrigerated units are gaining popularity in the Sooner state. TV remains soft but interest in stereo is mounting. Refrigeration and automatic washers lead sales in volume.

In Arkansas, appliance people are "enjoying good business by and large" without the help of AC sales. With temperatures hovering below 90 degrees throughout June, dealers promoted freezers and laundry to keep sales figures up over '58. Refrigeration fluctuated along with the weather, a Little Rock distributor reports, but retailers remain optimistic.



THE FAR WEST

By Howard Emerson

Everybody expects a big fall season . . . Gains in TV and dishwashers are expected . . . Promotions hold the spotlight

BECAUSE of the potential for the appliance-TV business they see coming this fall, most dealers in the Far West feel they're in a position to carry through the normal summer decline.

Key dealers in each section of the Far West reported unusual enthusiasm as they viewed the coming September-December business. Very few mentioned the steel strike as a stumbling block for business this fall. "If anything, it may scare the public a little and we will get prices much closer to list", one commented.

Viewed with enthusiasm for the business anticipated after Labor Day are TV and dishwashers. The report show "refrigeration and laundry should stay pretty good," one Oregon dealer states "but I just feel that the time has come for a real good business in dishwashers this fall and winter. The attitude of the people

who've been buying them recently indicates that they are not alone in their thinking, that the desire is spreading across all the people." In Utah, a dealer "feels" that "a lot of people are going to replace their old TV sets this fall. Our servicemen have been getting this feeling."

Dealer enthusiasm for the coming months seems to be founded not only on their reaching mid-summer in good financial condition with their books showing 1959 business at least 15 percent ahead of last year, but on what they witness in the local economy. In California, for example, employment is up 4 percent, residential building permits are up 49 percent, savings accounts are 5 percent larger, checking accounts have 9 percent more dollars. And if dealers feel those savings should be higher, here's where the rest of the money went—Californians bought 45,827 more autos in a three month period than did New Yorkers. But, as always, the dealers could be glad they are selling here: the survey of buying power for 1959 shows that in California, Oregon and Washington, people buy 27.1 percent more furniture, household and appliances than the national average.

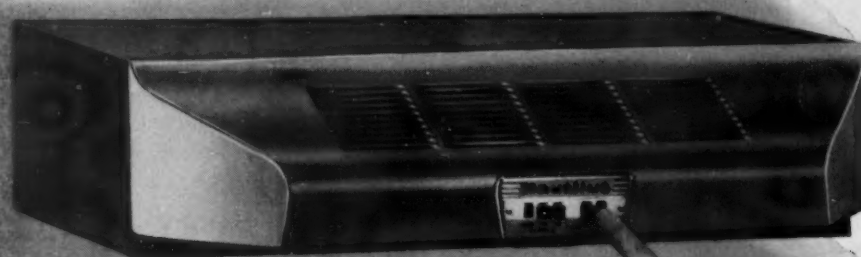
Far West dealers, however, are not spending the summer merely playing with statistics and looking to the fall—too many promotions, either utility or association sponsored, are keeping them hopping. In the Phoenix, Ariz., area, the AMA breakfasted 150 dealers and distributors to kick off the annual "Snowballs in June" promotion of freezers. About 400 radio spots, nearly 500 inches of newspaper space was used this year plus a clincher—during the second week of the promotion, a helicopter dropped snowballs onto the parents and players at 10 Little League parks. The snowballs contained free tickets for ice cream, tickets to professional baseball games, and a pitch. After two weeks, about 5,000 entries were received by dealers participating in the freezer promotion. (For a detailed account of the 1958 version of this promotion, see EM, March 1959, page 76.)

Dealers of the Sacramento Valley Electric League just finished another "Range Rodeo" which offered 12 ranges as prizes for winners among the participants who would go to a dealer's store for an entry blank. Running concurrently with the promotion was a series of cooking schools sponsored by the Municipal Utility.

San Diego Bureau of Home Appliance Dealers wrapped themselves up in a seven weeks freezer promotion offering copies of the EEI freezer book at dealers stores. In Northern California, the NCEB and PGE is now involved in a \$170,000 freezer promotion with fourteen brands of freezers participating. Two themes are being used: "More golden hours . . . with a freezer" for newspaper copy, and "Freezer savings time . . . Buy now" for in store displays. Prizes, 108 in all, are be-

Continued on page 30

NO DUCTS NO CARPENTRY NO WIRING



The
Nautilus
NO-DUCT HOOD

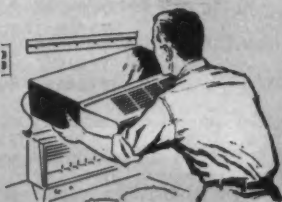
**Easily installed by
anyone...anywhere!**

For free-standing range, just
screw bracket to wall then...

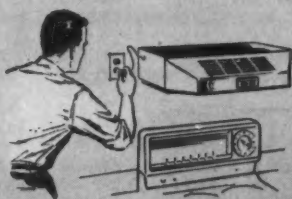
PICK IT UP



PUT IT ON



PLUG IT IN!



*Pat. Pending

The remarkable new NAUTILUS NO-DUCT HOOD banishes cooking odors, grease and smoke *quickly, completely*... without ducts or vents! Compact, self-contained, versatile... it can be installed in any kitchen, new or old. Completely portable, easy to install and remove, it's ideal for apartments.

This new hood uses the same scientific principle for complete air-purification perfected aboard the atomic submarine *Nautilus*. It's available in a complete range of sizes and finishes for built-in, free-standing or peninsular arrangements.

Get All The Facts—Mail This Coupon Today

MAJOR INDUSTRIES, INC.

Dept. EMB

505 North LaSalle Street, Chicago 10, Illinois

**PLEASE RUSH ME FULL INFORMATION ON THE FABULOUS
NEW NAUTILUS NO-DUCT HOOD!**

Name _____
Position _____
Company _____
Address _____
City _____ Zone _____ State _____

UNUSUALLY GENEROUS PROFITS!



12-CHORD
**KENT
ORGAN**

\$99.50 Table-Top Model

\$107.50 WITH LEGS AS ILLUSTRATED

ONLY \$99.50—yet this 12-Chord model gives your customers the Organ tone of stainless steel reeds . . . not the pooped-out sound of plastic. Fine furniture styling; rich, high-gloss wood finishes. Careful pre-shipment servicing means that every Kent Organ is ready to play, ready to sell. Order your Kent Organs today!



50-CHORD ORGAN
\$159.50

TABLE-TOP MODEL

PEGGED PERFECTLY for trading up! Has 2 sets of stainless steel reeds for treble keyboard, 3 sets for bass buttons. Equipped with Knee Control for volume swell. 50 chord buttons offer broad musical range—the logical step-up from Kent's 12-chord model.

\$167.50 WITH LEGS AS ILLUSTRATED

BUEGELEISEN & JACOBSON, INC.
5 UNION SQUARE, NEW YORK 3, NEW YORK
IN CANADA: 720 BATHURST ST., TORONTO 4, ONT.

trends REGION BY REGION CONTINUED

ing given dealers for their best displays.

In Eastern Washington, where many dealers carry lighting fixtures, Washington Water Power Co. has them working in a very successful promotion of an automatic, sun-switch controlled post lamp being called a "Friendship Lantern". Backed by Utah Power & Light, dealers in Salt Lake City and Ogden are pushing these same post lanterns. Also, in the area of Utah P. & L., W. Colorado Power, and Telluride Power, 27 dealer meetings—with 1,394 attending—were keyed to the theme "Make profits climb in '59".

Freezers are getting the big push from B. C. Electric this summer. Sales in that province so far in 1959 have been encouraging, with freezers already well ahead of '58 sales, refrigerators up slightly, dryers up 15 percent, washers up nearly 20 percent.

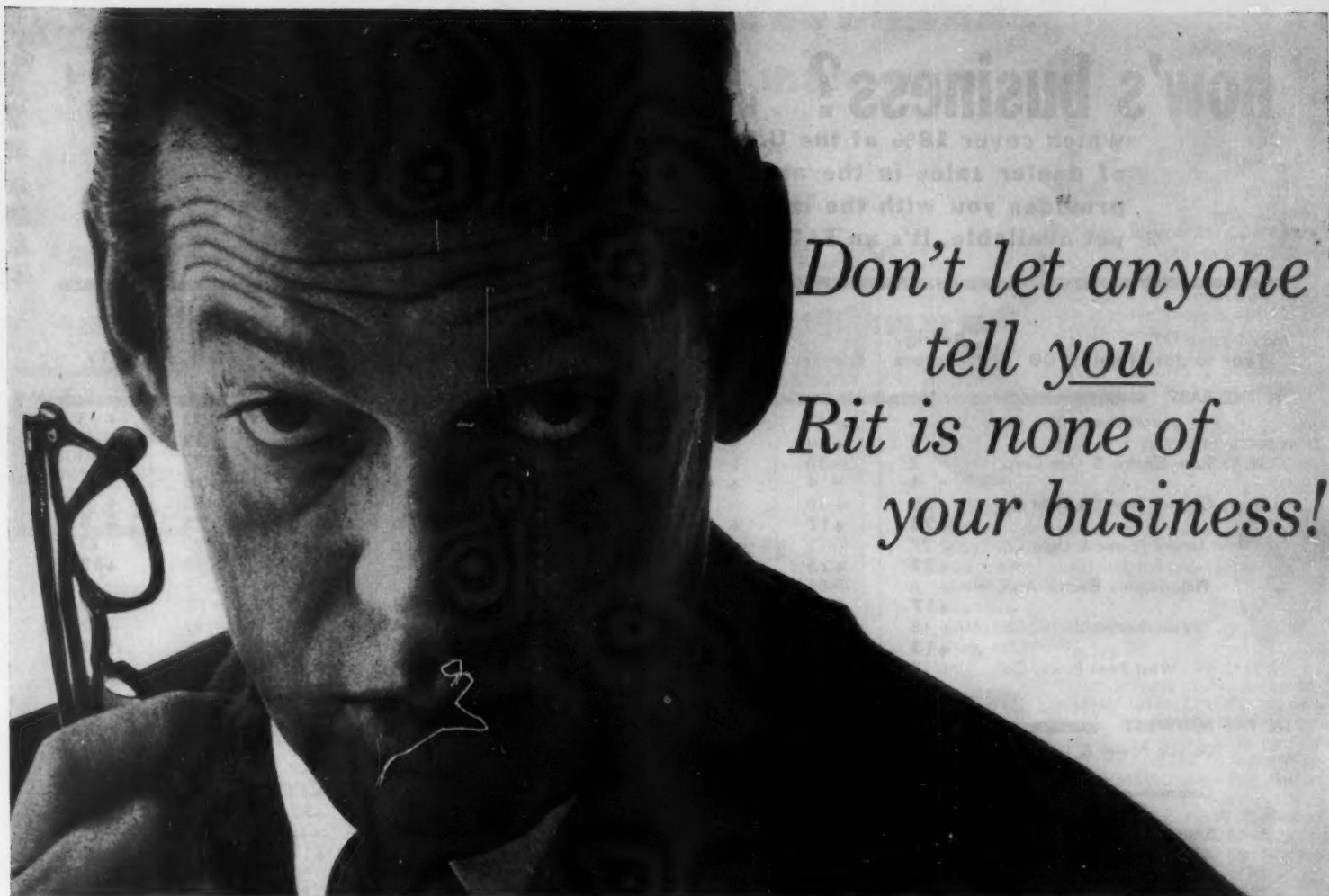
Manufacturer Shipment Statistics

Estimated industry shipments of major appliances (electric and gas) radio and television

		1959 (Units)	1958 (Units)	% Change
DISHWASHERS	May	36,500	30,600	+19.28
	5 Mos.	205,300	149,800	+37.05
DRYERS, CLOTHES, Electric	May	31,318	28,515	+ 9.83
	5 Mos.	291,948	236,863	+23.36
Gas	May	14,585	13,383	+ 8.98
	5 Mos.	144,635	95,509	+51.14
FOOD WASTE DISPOSERS	May	53,600	46,400	+15.52
	5 Mos.	285,900	221,400	+29.13
FREEZERS	May	121,700	87,900	+38.45
	5 Mos.	525,400	372,100	+41.20
INCINERATORS, Gas	May	3,100	3,800	-18.42
	5 Mos.	16,300	19,400	-15.98
RADIOS, Home-Portable-Clock (production)	May	563,340	435,283*	+29.42
	5 Mos.	3,415,031	2,647,651*	+28.98
RADIOS, Automobile (production)	May	476,222	185,616	+156.56
	5 Mos.	2,262,390	1,229,086	+84.07
TELEVISION (production)	May	431,911	266,982	+61.76
	5 Mos.	2,211,712	1,790,840	+23.50
RANGES, ELECTRIC—Standard	May	71,500	53,000	+34.91
	5 Mos.	418,600	336,200	+24.51
Built-In	May	61,900	43,000	+43.95
	5 Mos.	278,900	191,000	+46.02
RANGES, GAS—Standard	May	129,000	129,200	- .15
	5 Mos.	673,800	632,600	+ 6.51
Built-In	May	28,900	18,100	+59.67
	5 Mos.	121,600	74,600	+63.00
REFRIGERATORS	May	308,200	262,900	+17.23
	5 Mos.	1,505,300	1,168,700	+28.80
VACUUM CLEANERS	May	257,345	218,766	+17.63
	5 Mos.	1,435,216	1,248,597	+14.95
WASHERS, Automatic & Semi-Auto	May	207,422	191,779	+ 8.16
	5 Mos.	1,111,258	970,328	+14.52
Wringer & Spinner	May	70,512	71,220	- .99
	5 Mos.	357,033	318,434	+12.12
WASHER-DRYER Combinations	May	11,604	7,780	+49.15
	5 Mos.	76,826	57,782	+32.96
WATER HEATERS, Electric (Storage)	May	72,300	66,100	+ 9.38
	5 Mos.	356,600	322,900	+10.44
WATER HEATERS, GAS (Storage)	May	239,100	210,000	+13.86
	5 Mos.	1,292,100	1,105,200	+16.91

* revised.

Sources: NEMA, AHLMA, VCMA, EA, GAMA



*Don't let anyone
tell you
Rit is none of
your business!*

RIT means *plenty* to your business because Rit is the original household dye designed for washing machine use. The makers of America's largest selling washers recommend Rit, and that means big added selling power for you!

Washing machine dyeing can be a "plus" feature that helps swing sales to you. And one of the most dramatic

ways to point up the versatility of your washers is to demonstrate washing machine dyeing with Rit, for more women use Rit than any other household dye. They've discovered how easily Rit gives such rich, even results! More housewives today than ever before are dyeing in their washing machines. So make Rit part of *your* business! It can turn "lookers" into buyers!

**EIGHT MORE REASONS WHY IT'S SMART TO
RECOMMEND RIT FOR YOUR WASHERS:**

- Anything that can be washed in a washer can be Rit-dyed in a washer!
- The washer does the work—so quickly, so easily—no boiling, no stirring!
- Bulky articles like bedspreads dye beautifully in a washer!
- Rit is available in 35 glorious colors that penetrate the fabric!
- Rit is guaranteed for all fabrics except glass and mineral fibers!
- Easy directions for washer dyeing are in every Rit package!
- Washing out machine after dyeing eliminates danger of left-over stains!
- Colorful Rit pages reach 27 million homes in America's top magazines!

To help you, Rit will supply FREE pamphlets containing complete instructions on washing machine dyeing. They're valuable giveaways at point of sale. They will give answers to questions often asked you and your servicemen. Send for these informative free pamphlets today! Just write to:
Miss Rit
1437 West Morris Street
Indianapolis 6, Indiana



*Remember... only Rit®, with its
exclusive formula for washer dyeing, can give
such rich tones of black, navy and
other dark colors—right in the washers you sell!*

how's business?

Here's the answer for 27 key markets which cover 18% of the U.S. buying public. Based on flash reports of dealer sales in the areas served by these utilities, the chart provides you with the most authentic, timely index of retail sales yet available. It's an ELECTRICAL MERCHANDISING exclusive.

May figures: 00 Year to date figures: 00	Refrigerators	Freezers	Electric Ranges	Electric Water Heaters	Washers	Clothes Dryers	Dish-Washers	Room Air Conditioners	TV
IN THE EAST									
United Illuminating Co.	+ 6	+ 11	+ 18	- 22	- 2	+ 10	+ 2	+ 73	+ 13
	+ 8	+ 4	+ 5	- 24	+ 3	+ 5	+ 11	+ 22	0
N. Y. State Electric & Gas Corp.	- 2	+ 16	+ 5	- 12	+ 2	- 15	*	+ 187	*
	- 4	- 4	+ 4	- 12	+ 1	- 7	*	+ 56	*
Jersey Central Power & Light Co.	+ 38	+ 16	- 1	+ 8	+ 29	- 3	+ 8	+ 193	+ 2
	+ 23	+ 17	+ 8	- 9	+ 16	- 6	+ 6	+ 125	+ 8
New Jersey Power & Light Co.	+ 27	+ 2	- 6	+ 90	+ 10	+ 2	+ 43	+ 120	+ 23
	+ 22	+ 25	- 2	+ 33	+ 12	+ 17	+ 58	+ 96	+ 32
Philadelphia Electric Assn.	+ 6	+ 85	+ 12	+ 5	- 15	- 32	+ 12	+ 9	- 2
	+ 17	+ 44	+ 4	- 7	+ 7	- 28	+ 32	- 11	+ 2
Pennsylvania Electric Co.	+ 18	+ 10	+ 52	+ 16	+ 19	+ 4	+ 5	+ 97	+ 2
	+ 13	+ 17	+ 28	+ 19	+ 11	0	+ 6	+ 28	- 2
West Penn Power Co.	+ 13	+ 2	+ 14	- 4	+ 11	+ 7	+ 26	+ 68	- 7
	+ 21	+ 26	+ 13	+ 7	+ 19	+ 17	+ 65	+ 44	+ 12
IN THE MIDWEST									
Datyon Power & Light Co.	+ 40	- 4	- 12	+ 37	+ 19	+ 22	+ 78	+ 63	+ 32
	+ 24	+ 8	- 5	+ 12	+ 7	+ 13	+ 67	+ 1	+ 15
Commonwealth Edison Co.	*	+ 16	+ 8	+ 14	*	+ 17	+ 43	+ 96	*
	*	+ 13	+ 8	+ 11	*	- 1	+ 57	+ 31	*
Kansas Gas & Electric Co.	- 14	+ 24	- 19	+ 17	- 16	+ 14	+ 17	- 28	- 22
	+ 9	+ 5	- 4	- 10	+ 3	- 5	+ 11	- 11	- 13
Kansas Power & Light Co.	+ 8	+ 4	- 4	0	- 5	- 12	*	- 2	+ 3
	+ 2	+ 3	- 2	- 12	- 12	- 11	*	- 6	- 14
Nebraska-Iowa Electrical Council	+ 61	+ 18	+ 34	+ 83	+ 38	+ 40	+ 270	+ 23	+ 40
	+ 42	+ 42	+ 22	+ 23	+ 23	+ 38	+ 166	- 12	+ 16
IN THE SOUTH									
Kentucky Utilities Co.	+ 27	- 5	- 9	- 6	- 1	- 6	- 31	- 3	+ 14
	+ 5	+ 5	- 5	- 7	+ 2	0	+ 5	- 12	- 6
Chattanooga Electric Power Bd.	+ 29	- 26	+ 32	- 2	+ 20	+ 21	+ 400	- 36	+ 27
	+ 21	- 15	+ 24	+ 11	+ 6	+ 5	+ 193	- 20	+ 19
Nashville Electric Service	+ 15	+ 7	+ 9	+ 2	*	+ 7	*	*	*
	+ 16	+ 13	+ 13	+ 4	*	- 1	*	*	*
Florida Power Corp.	+ 30	+ 37	+ 17	- 20	+ 24	+ 1	- 39	+ 25	+ 4
	+ 42	+ 47	+ 34	+ 8	+ 18	+ 14	+ 46	+ 33	+ 14
Florida Power & Light Co.	+ 7	+ 3	+ 22	+ 1	- 18	- 11	+ 40	- 42	- 7
	+ 22	+ 63	+ 16	- 4	+ 5	- 1	+ 26	- 2	- 4
Tampa Electric Co.	+ 22	- 33	+ 24	+ 9	+ 6	+ 40	+ 40	+ 21	- 3
	+ 37	- 6	+ 30	+ 16	- 7	+ 9	+ 21	+ 33	0
IN THE SOUTHWEST									
Dallas Power & Light Co.	+ 26	+ 83	+ 6	+ 120	+ 22	+ 26	+ 36	- 9	+ 14
	+ 24	+ 47	+ 10	+ 10	- 3	+ 8	+ 33	+ 7	+ 4
Gulf States Utilities Co.	*	*	+ 4	+ 19	*	+ 16	*	*	*
	*	*	+ 12	+ 28	*	+ 4	*	*	*
El Paso Electric Co.	+ 25	+ 43	+ 94	+ 38	*	+ 67	+ 17	- 57	0
	+ 46	+ 52	+ 58	+ 44	*	+ 9	+ 9	- 23	+ 1
Southwestern Electric Power Co.	+ 17	+ 76	+ 80	+ 65	+ 8	+ 29	+ 71	- 16	+ 18
	+ 8	+ 42	+ 65	+ 96	+ 2	+ 3	+ 77	- 9	- 5
New Orleans Public Service, Inc.	+ 55	+ 7	+ 71	*	+ 19	+ 18	+ 37	+ 38	+ 47
	+ 22	+ 3	+ 38	*	+ 13	+ 4	+ 9	- 5	+ 9
IN THE WEST									
Idaho Power Co.	+ 2	+ 22	+ 19	+ 7	+ 22	+ 16	*	*	*
	+ 3	+ 4	+ 5	0	+ 8	- 10	*	*	*
Pacific Gas & Electric Co.	+ 20	+ 49	+ 90	+ 13	+ 8	+ 22	+ 62	- 8	+ 9
	+ 25	+ 56	+ 45	+ 18	+ 15	+ 17	+ 40	+ 9	+ 15
Pacific Power & Light Co.	- 1	+ 15	+ 13	+ 5	+ 4	0	+ 30	- 65	+ 6
	+ 5	+ 9	+ 6	+ 11	+ 5	- 19	+ 34	- 42	- 11
Washington Water Power Co.	- 12	+ 1	+ 34	+ 27	+ 14	+ 22	+ 16	- 68	+ 23
	- 7	+ 3	- 2	+ 15	+ 5	- 1	+ 23	- 60	+ 4
NATIONAL									
MAY	+ 16	+ 22	+ 27	+ 2	+ 5	+ 7	+ 35	+ 1	+ 6
Year to date	+ 19	+ 24	+ 20	+ 4	+ 8	+ 1	+ 34	- 1	+ 4

* Not Available

**"We're selling more freezers than ever...
thanks to BEN-HUR'S
Merchandising Help...
and their new 'LIVE FOOD DISPLAY' "**



Jack Jennings
AL JENNINGS COMPANY
Phoenix, ARIZONA

"It takes Merchandising Muscle to move freezers, and BEN-HUR certainly has that merchandising program — plus exclusive features... outstanding quality... and a complete product line."

Erwin J. Merar
STANDARD ELECTRIC SUPPLY CO.
Milwaukee, WISCONSIN



"BEN-HUR'S new Merchandising help featuring a 'Live Food Display' is helping us sell more freezers at a bigger profit."

Leo Metz
QUALITY DISTRIBUTING CO.
Troy, MICHIGAN



"Our freezer sales have increased over 1000% in two years. It's BEN-HUR'S Merchandising along with quality features and the 10 Year Warranty that makes the difference."

W. C. Connell
JAR-NEL DISTRIBUTORS, INC.
Los Angeles, CALIFORNIA



"When you lay out BEN-HUR'S new Merchandising Kit and explain the 'Live Food Display', dealers just can't say no. We're far ahead of last year's sales."

C. H. Brown
OTT DISTRIBUTORS, INC.
Lemoyne, PENNSYLVANIA



"You get everything to help you sell with BEN-HUR'S new Merchandising and the 'Live Food Display'... It's really selling freezers for us."

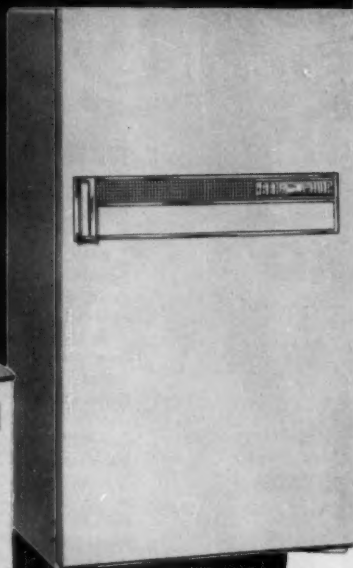
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CENTURY-ELCON, INC.
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GOOD HOUSEKEEPING
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- NEW UNDER COUNTER MODEL



REPRODUCED ON A SEALING OF MOUNT
Guaranteed by
Good Housekeeping
SEAL OF APPROVAL

Only BEN-HUR Freezers
carry a "10 YEAR
WARRANTY!"
*Replacement
Compressor Price
Pro-rated
after 5 years



Every BEN-HUR
freezer carries the
famous Good
Housekeeping
Seal of Approval

Only BEN-HUR
"Record-Of-
Performance"
tests every freezer
before shipment



BEN-HUR

*America's
Finest
Freezer*

YOU CAN SELL MORE BY SELLING BEN-HUR... FASTEST SELLING FREEZER TODAY!

**BACKED WITH MERCHANDISING MUSCLE
THAT'LL MOVE FREEZERS FOR YOU!**

IT'S A FACT!

Ben-Hur's all new Merchandising Program has real selling muscle. With...

- A complete Merchandising Kit
- A Real "Live" Food Display
- "Positive" Freezer Sales Aids
- Incentive prizes for all

POSITIVE PROOF!

Tested for both Small Town and Big City use.

Results? You Bet!
200 Freezers Sold in Five-Week's Time, by One Appliance Dealer!*
*Name furnished on request

BEN-HUR MFG. CO.
Dept. L9, 634 E. Keefe Ave.
Milwaukee 12, Wis., U.S.A.

The Trade Name of Satisfaction

Okay Prove It! Show me How Ben-Hur's Merchandising will help me Sell More Freezers.

Name _____

Title _____

Address _____

City _____ Zone _____ State _____

OLDEST AND LARGEST EXCLUSIVE MANUFACTURER OF FOOD FREEZERS

TEAR OUT AND MAIL TODAY!

6 $\frac{1}{2}$

POUNDS

OF

DYNA-MITE!



Steelman Transitaape—6 $\frac{1}{2}$ pounds of selling power—bringing tremendous extra business to dealers coast to coast! A mighty volume-builder because it's the only portable tape recorder that does so many things so well for so many people...for businessmen-on-the-go, for professionals, for students...for family fun! Check into the nationally advertised Steelman Transitaape, now checking out fast everywhere.



WORLD'S ONLY TAPE RECORDER WITH ALL THESE WANTED SELLING FEATURES:

Truly portable • 2 Standard speeds Fully transistorized • Works on ordinary penlight batteries • Needs no plug-in • Plays back instantly through powerful 4-inch speaker • Dual-purpose microphone for private listening, priced to sell profitably at **199⁰⁰** (LESS BATT.)

In its own leather case with "mike," reels and tape

STEELMAN TRANSITAPE

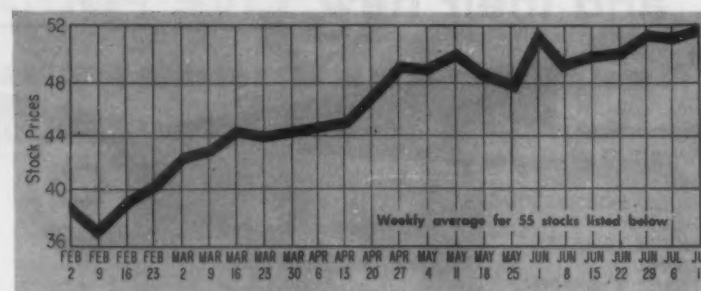
World's only 2 standard speed, battery operated all transistor **PORTABLE TAPE RECORDER**

Designed and precision-made in America by the manufacturers of Steelman "Wide-Angle" Hi-Fi Stereo Music Systems **STEELMAN PHONOGRAPH & RADIO CO., INC.**, P.O. Box 47, Mount Vernon, N. Y. Division of Herold Radio & Electronics Corp. • In Canada, mfrd. by Electrohome, Kitchener, Ontario.

taking stock:

A quick look at the way in which the stocks of 55 key firms within the industry behaved during the past month. This unique summary is another exclusive service for readers of **ELECTRICAL MERCHANDISING**.

How The Industry Behaved Week By Week



STOCKS AND DIVIDENDS IN DOLLARS	1959		CLOSE JUNE 15	CLOSE JULY 16	NET CHANGE
	HIGH	LOW			
NEW YORK EXCHANGE					
Admiral	29½	17¼	23¾	23½	+ ¼
American Motors 2.40	49¼	25½	37¼	46½	+ 9½
Arvin Ind. ½D	36¾	23½	24¼	25	+ ¾
Black & Decker 2	73¾	53	61¾	73¾	+12
Borg Warner 2	45¼	37¾	41¾	44¼	+ 2½
Bulova .45G	20¾	13½	16½	15½	- ¾
Carrier .80G	48½	39½	42½	39¾	- 3¼
Chrysler ½G	72¾	50½	65¾	67½	+ 1¾
Daystrom 1.20	49¾	34	40	43¼	+ 3¼
Decca Records 1	21¼	17¼	17¾	20¾	+ 2½
Emerson Elec. 1.60B	69¾	48½	58¼	66¾	+ 8½
Emerson Radio ¾T	26¾	13¾	18¾	19¼	+ ½
Fedders 1	22¼	16½	20	18¾	- 1¾
General Dy. 2	66½	50¾	56¾	50¾	- 6½
General Electric 2	84¾	74¾	80¾	82¾	+ 1¾
General Motors 2	58¾	45	50	56¾	+ 6¾
General Tele 2	73¾	60	65¾	71¾	+ 6
Hoffman Electric .60	37	28¾	30¾	32¼	+ 1¾
Hupp. ¼F	7¼	5¼	6¾	6¾	+ ½
Magnavox 1½B	70	48¼	56	61½	+ 5½
Maytag 1.60	42	39	40¾	40¾	-
McGraw-Edison 1.40	48¾	37¼	44¾	47¾	+ 2¾
Mpl. Honeywell 1.60A	141½	111½	125½	139½	+14¼
Minn. Mining & Mfg. 1.40	151½	111½	138¾	147½	+ 8¾
Montgomery Ward 2	50¾	40½	46½	49¼	+ 3
Monarch 1.20	24	18¾	21	21½	+ ½
Motor Wheel .30G	21¾	16	17½	20	+ 2½
Motorola 1½	130	57½	105	112	+ 7
Murray	31¾	26	27½	28	+ ½
Philco	36¾	21	30¾	29¾	- 1
R.C.A. 1A	71	43¾	63¼	68¾	+ 5¾
Raytheon 3F	73¾	51¼	51¾	54¾	+ 3¼
Rheem	25¾	18	22½	25¾	+ 3¼
Ranson .60	14¾	10¼	10¾	11	+ ¾
Roper	34	19¼	28¾	28¼	- ½
Schick	15¼	12	12¾	12¾	+ ½
Smith (A.O.) 1.60B	63¾	44¼	58¾	58¼	- ¼
Sunbeam 1.40A	66½	50	58½	61	+ 2½
Welbilt .07E	8¾	3¾	6¾	7	+ ¾
Westinghouse 2	98¾	70½	91¼	91¾	+ ¾
Whirlpool 1	39¼	29¾	37¼	35¾	- 1¾
White Sewing	13¾	7	10¾	12	+ 1¼
Zenith 1	136¾	92½	129¾	122¾	- 6¾
AMERICAN EXCHANGE					
Casco Pd. .30G	8½	4¾	7¾	7¾	-
Century Elec. ½	11¼	9¼	10	10¾	+ ¾
DuMont Lab.	9¾	6	7¾	7¾	-
Herold Rad.	12¾	5¾	9	9¼	+ ¼
Ironrite .10G	7	5¼	5¾	5¾	- ¼
Lamb Ind.	5	3¾	3¾	3¾	- ½
Muntz TV	2¾	1¾	2¼	2¼	- ½
Silex	5	2¾	4¾	4½	+ ½
Singer 2.20	54¾	45¾	49	50¾	+ 1¾
U. S. Air Condit. .05E	7¾	4¾	5½	4¾	- ½
MIDWEST EXCHANGE					
Knapp Monarch	—	—	4¼	4¾	+ ¼
Traveler Radio	—	—	8¾	10¼	+ 1¾
Webcor	—	—	14	15	+ 1

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959 plus stock dividend. E—Paid last year. F—Payable in stock during 1959 estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. T—Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date.



It will be business as usual

at Smith & Cross

... with the help of the Aetna Life's Business Planning Department

Arthur H. Smith and Roberta Cross are partners in a furniture business. Their company has grown over the years and looks to a prosperous future.

Both Mr. Smith and Miss Cross are known as good business people. They are aware that when either of them dies the partnership, by law, ceases to exist. The surviving partner and the heirs of the deceased partner are left to pick up the pieces. Therefore, with the help of their Aetna Life representative, attorney and accountant they set up a plan to assure continuation of the business and security for their own families.

If you own or operate any kind of business, it will pay you to investigate the vital need for a business continuation plan — and no one is better equipped to serve your interests than the Business Planning Department of your local Aetna Life General Agency.

ÆTNA LIFE
INSURANCE COMPANY

Affiliates: Aetna Casualty & Surety Co. • Standard Fire Insurance Co. • Hartford, Conn.



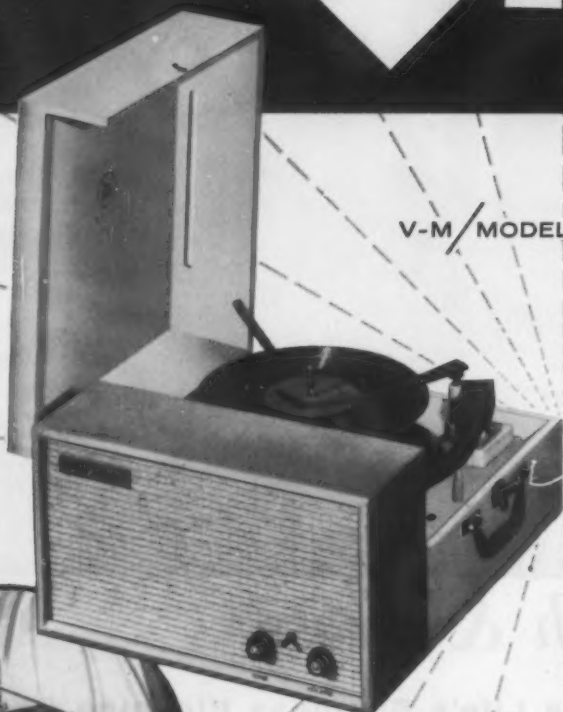
FOLLOW THE STEREO LEADER...

V-M

V-M / MODEL 312

- FOUR 5" SPEAKERS—TWO IN EACH DETACHABLE SECTION
- FAMOUS V-M 'Stere-O-Matic'® AUTOMATIC FOUR-SPEED RECORD CHANGER ■ PLAYS ALL RECORD SIZES AND SPEEDS—STEREO AND MONOPHONIC ■ BASS/TREBLE, DUAL-LOUDNESS, REJECT CONTROLS.

Beautiful Blue and White Washable Leatherette Case with Silver Accents \$10995[†] list



FOLLOW THE STEREO LEADER—CALL YOUR V-M DISTRIBUTOR TODAY!

Your choice for music is...

the

voice



of



music*

® T.M. OF V.M. CORP.

V-M CORPORATION

BENTON HARBOR, MICHIGAN

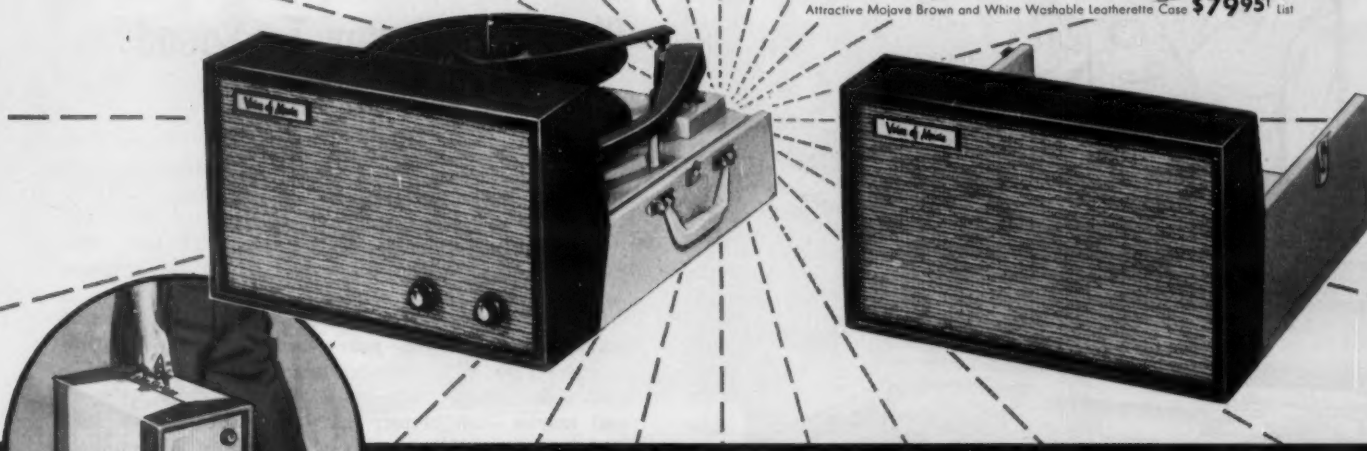
World Famous for the Finest in Record Changers, Phonographs and Tape Recorders

[†]Slightly higher in the West

V-M / MODEL 314

- V-M AUTOMATIC PRECISION RECORD CHANGER. ■ PLAYS ALL STEREO AND MONOPHONIC 33 AND 45 RPM RECORDS.
- DUAL LOUDNESS AND TONE CONTROLS. ■ A 5 1/4" SPEAKER IN EACH DETACHABLE SECTION.

Attractive Mojave Brown and White Washable Leatherette Case \$7995¹ List



Complete Versatility in Portable Stereo Systems!

- 3 GREAT NEW MODELS!
- COMPLETELY SELF-CONTAINED!
- UNPARALLELED PERFORMANCE!

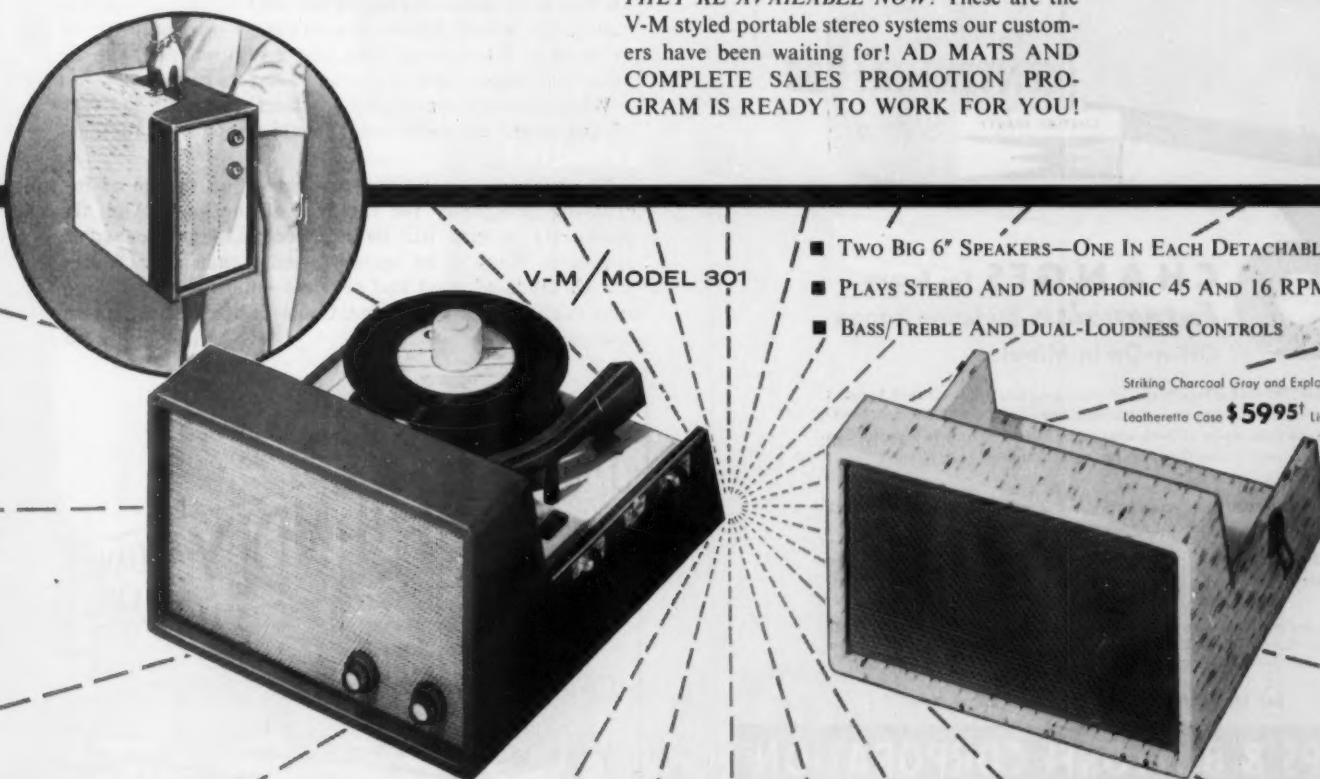
V-M—pioneer in stereo record changers now brings you a trio of self-contained portable stereo systems that suit every consumer desire. These precision-engineered phonographs will meet the demands of *all* of your various customers. Completely new—completely *different* in styling—exceptional in performance, these distinctive V-M models will build a far greater sales volume. *Look—listen—compare!* You can't beat these incomparable phonographs—*anywhere!*

THEY'RE AVAILABLE NOW! These are the V-M styled portable stereo systems our customers have been waiting for! AD MATS AND COMPLETE SALES PROMOTION PROGRAM IS READY TO WORK FOR YOU!

V-M / MODEL 301

- TWO BIG 6" SPEAKERS—ONE IN EACH DETACHABLE SECTION
- PLAYS STEREO AND MONOPHONIC 45 AND 16 RPM RECORDS
- BASS/TREBLE AND DUAL-LOUDNESS CONTROLS

Striking Charcoal Gray and Explorer White Washable Leatherette Case \$5995¹ List





NEW!

CASH IN ON COLOR BACKGUARDS!!

6 CHANGES for Every Enterprise Styleline Range Off-n-On in Minutes

Only ENTERPRISE offers this quick-changing backguard insert! In just a few moments, you can show customers one range with 6 different backguards—in their choice of Decorama colors. Every Enterprise Styleline Gas Range you stock means 6 choices for your customers!

In just minutes, you can change backguard inserts in smart colors designed to match kitchens and electric appliances.

Coral Pink
Turquoise Green

Canary Yellow
Midnite Black

Chinese Red
Cocoa Brown

Backguard inserts are interchangeable on all 36" and 30" Enterprise Styleline Gas Ranges. This is a great, sure-to-sell feature to appeal to every housewife! Order now and start pulling in profits!

Let Our Enterpris-ing Salesman Show You

PHILLIPS & BUTTORFF CORPORATION

NASHVILLE, TENNESSEE

IN OUR 100th YEAR

economic currents

Today Your Customers Have Plenty of Money To Spend

Personal income is at an all time high and rising. Consumers are expected to have over \$16 billion more to spend this year than they did last year. And consumers can be expected to spend a large share of this additional income on appliances, radios and TV sets. Thus the outlook for appliance dealers is getting brighter.

Total disposable income (income after taxes) should reach \$328 billion this year compared with \$311.6 billion last year. With the consumer so well-heeled, appliance sales should reach record totals—a year as good, and maybe even better, than the record set in 1956 when total appliance sales amounted to \$8.4 billion.

Added to this is the fact that consumer credit has also been on the rise. Currently, total consumer credit outstanding is running about \$45 billion. During the recent recession repayments remained high. But consumers held the line on taking on new credit until it became clear that business was on the rise again.

Now, with business moving up at a rapid pace, consumers no longer fear the spectre of unemployment and have begun to increase their installment purchases. Of course, only part of this is for appliances. Auto sales are doing much better than a year ago. However, the fact remains that consumers, having repaid a large part of earlier installment debt, are now in a good position to take on more—and are doing so.

With business activity rising, the unemployment situation has improved considerably—more than most people had anticipated earlier in the year. In May—the last month for which figures are available—unemployment dropped to 3.4 million. This was 2 million less than in June 1958 when unemployment was at its highest.

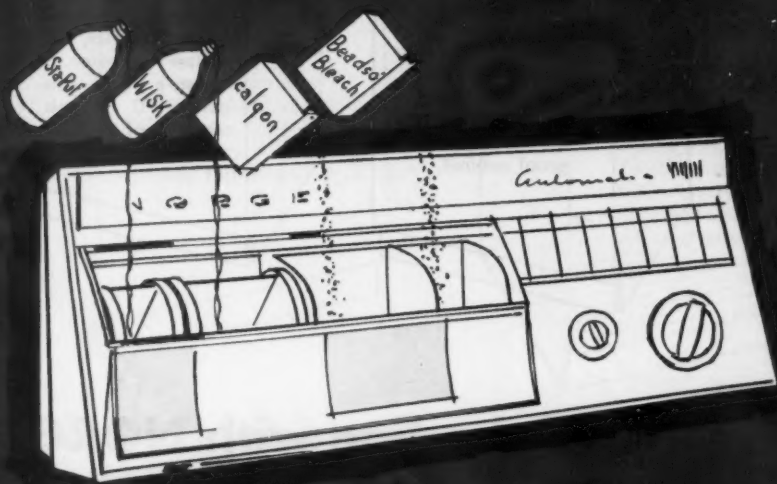
With business continuing to rise throughout the rest of the year, unemployment should drop even further.

The picture for the consumer adds up to one of increasing prosperity for the rest of the year. And his prosperity in turn will be reflected in higher consumer spending. He will be spending more than ever before for all kinds of good and services—and he will also go into hock to satisfy his insatiable desire to have these things *now*. **End**



STEP UP with NORGE

Most Feature-Packed Laundry
and Range Lines For 1959



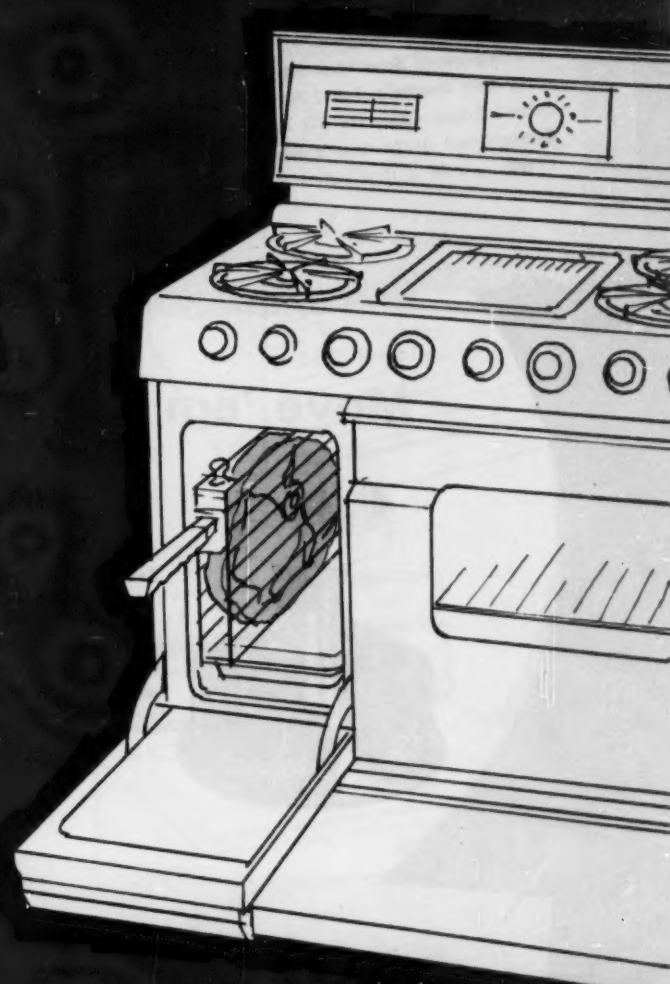
Exclusive Dispensomat Washer

adds as many as 4 different
laundry aids at the proper cycle
... all automatically!



Exclusive Hamper-Dor Dryer

3-position door serves as
clothes chute, sort 'n' stack
shelf, opens all the way for
basket loading.



Exclusive Vertical Broiler Range

broils meat on both sides at
once in 1/2 the time. Features
shrinkage—sort shelf.

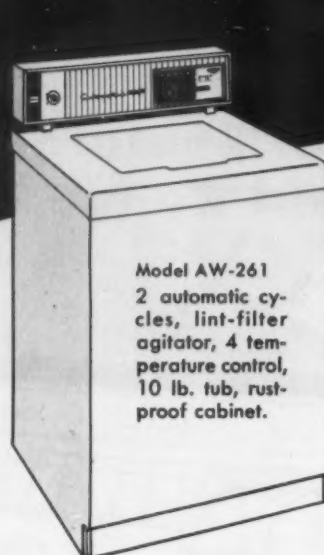
Sales-clinching exclusives make NORGE
The Easiest Sale on the Retail Floor!

TURN
PAGE →

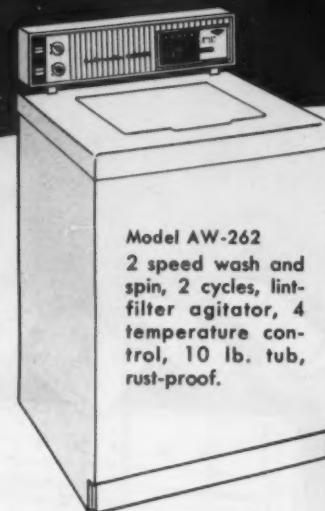
STEP UP Profits with

1960 WASHERS

The climax to Norge's 5 year plan of feature development! Breathtaking new styling to dominate any dealer's floor! New simplicity of operation! Super-capacity 10 lb. tub in all models! Guaranteed protection against rust! All new for 1960 . . . in a line rated No. 1 in washability!

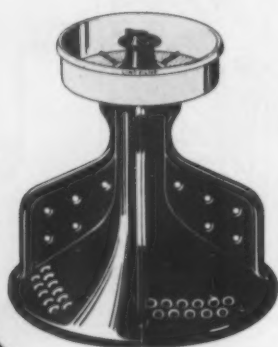


Model AW-261
2 automatic cycles, lint-filter agitator, 4 temperature control, 10 lb. tub, rust-proof cabinet.



Model AW-262
2 speed wash and spin, 2 cycles, lint-filter agitator, 4 temperature control, 10 lb. tub, rust-proof.

Move 'em up to the top-of-the-line with NORGE



Exclusive 3-Way Lint-Filter & 2-Speed Agitator automatically removes lint, scum and sand! Saves wear 'n tear on clothes!



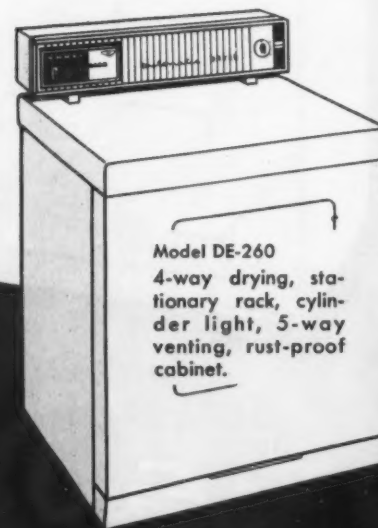
New One-Knob Control automatically sets correct wash and spin speeds, wash and rinse water temperatures!



New 10 lb. Tub throughout the line for the increased clothes washing capacity that your customers demand!

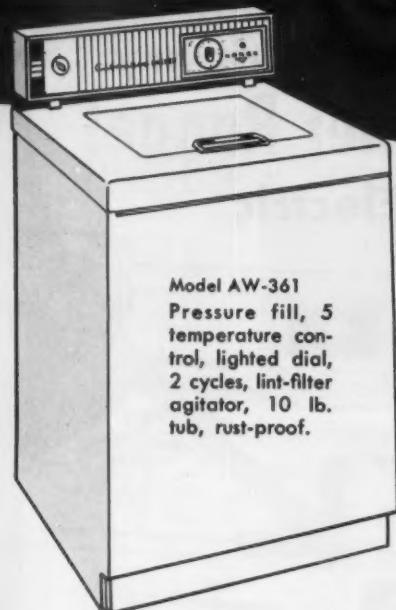
1960 DRYERS

Creative Engineering delivers again! A new automatic sprinkler that dampens clothes for easy ironing; a new Fabric Formula control that gives proper dryer settings for every fabric; a new low-priced Hamper-Dor model; new decorator styling; rust-proof cabinets and many more great selling features. Available in both gas and electric models.

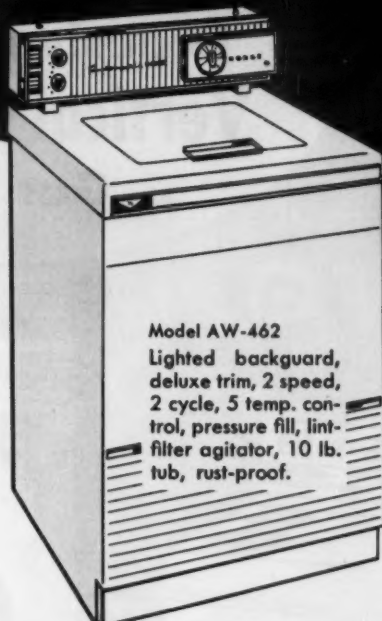


Model DE-260
4-way drying, stationary rack, cylinder light, 5-way venting, rust-proof cabinet.

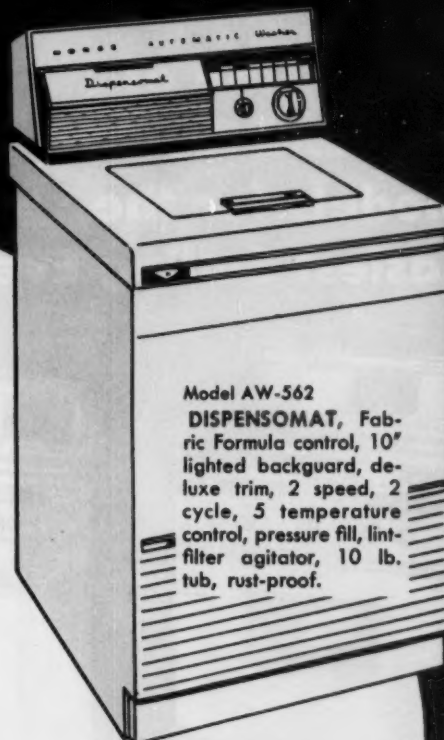
NORGE STEP UP Features



Model AW-361
Pressure fill, 5
temperature con-
trol, lighted dial,
2 cycles, lint-filter
agitator, 10 lb.
tub, rust-proof.



Model AW-462
Lighted backguard,
deluxe trim, 2 speed,
2 cycle, 5 temp. con-
trol, pressure fill, lint-
filter agitator, 10 lb.
tub, rust-proof.



Model AW-562
DISPENSOMAT, Fab-
ric Formula control, 10"
lighted backguard, de-
luxe trim, 2 speed, 2
cycle, 5 temperature
control, pressure fill, lint-
filter agitator, 10 lb.
tub, rust-proof.

sales-clinching features!



New Automatic Sprinkler

Easy to fill. Completely foolproof!
Uniformly dampens the clothes as
dryer drum rotates!



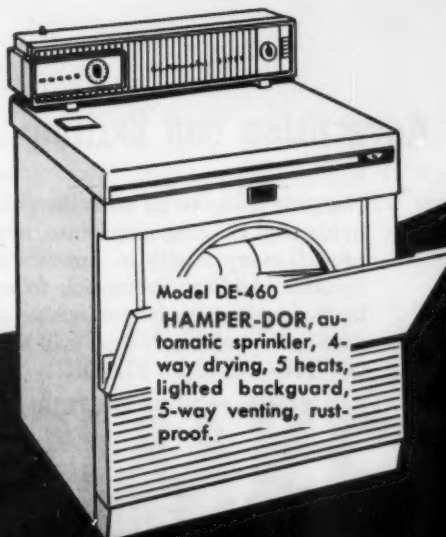
**Guaranteed Rust-Proof Protection
on Both Washers and Dryers!** Only
Norge gives your customers this full
guarantee in writing!



Model DE-560
HAMPER-DOR, Fabric
Formula control, 10"
lighted backguard,
4-way drying, automat-
ic sprinkler, 5-way vent-
ing, deluxe trim, rust-
proof.



Model DE-360
5 heat settings, light-
ed dial, 4-way dry-
ing, 5-way venting,
rust-proof.



Model DE-460
HAMPER-DOR, au-
tomatic sprinkler, 4-
way drying, 5 heats,
lighted backguard,
5-way venting, rust-
proof.

**TURN
PAGE** →

STEP UP Your Range Profits

**A Full Line of
Gas and Electric
Models for the
Easiest Selling Ever!**

**Exclusive Revolutionary
Vertical Broiler Range!
Gas or Electric**



There's a NORGE Range for Every Kitchen!

20", 30" or 36" Models with dynamic step-up sales closers like . . .

- Thermostatically-controlled surface unit
- Giant automatic oven
- Speed-broiler
- Griddle
- Roast Thermometer
- Automatic rotisserie
- Clock-timer

Exclusive Vertical Broiler cooks meat on both sides at once . . . in half the time! Reduces shrinkage! Smokeless, easy-to-clean! Broiler turns off automatically when meat is cooked to your taste!

Backed by Tremendous National Advertising and Exciting All-Star Promotion!



Norge is ready to go with the greatest advertising barrage in history! Leading magazines, newspapers, TV, Radio will pre-sell every family in America all thru the fall. Timely, dynamic All-Star Promotion follows up with the greatest traffic-producing, sales-clinching offer ever made! More than ever before, Norge will be THE EASIEST SALE ON THE RETAIL FLOOR!

SEE YOUR NORGE DISTRIBUTOR NOW!



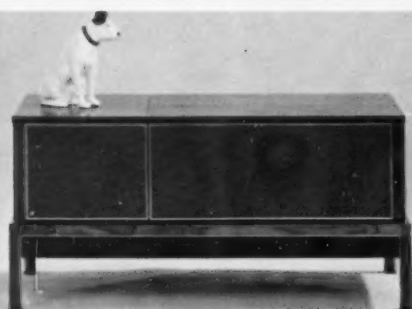
NORGE Creative Engineering for Sales

AUTOMATIC AND WRINGER WASHERS • WASHER-DRYER COMBINATIONS • GAS AND ELECTRIC DRYERS, RANGES, WATER HEATERS • REFRIGERATORS • FREEZERS

NORGE SALES CORPORATION, Subsidiary of Borg-Warner Corporation, Merchandise Mart Plaza, Chicago 34, Ill. In Canada: Moffats Limited, Weston, Ontario. Export Sales: Borg-Warner International, Chicago 3, Ill.

RCA Victor

**makes
news
with**



**TV
THAT
RISES
OUT
OF
A
TABLE!**



ANOTHER RCA VICTOR PIONEERING FIRST! It's new Hideaway TV! World's first TV that rises out of a modern living room table. Fold back a section of the table top, swing up the TV set, then sit back and enjoy one of TV's greatest innovations. Hideaway TV has a bright, new picture with greater contrast, Automatic Channel Equalizer, "One-Set" electronic fine tuning. *New Vista Hillsborough, N202, 262 sq. in. picture.*

**A NEW SALES-MAKER FOR YOU—AND ONE OF RCA VICTOR'S
TV NEWSMAKERS OF 1960!**

Turn the page and meet all of RCA Victor's great Newsmakers... Salesmakers for 1960

BLACK-AND-WHITE AND COLOR, WILL BE YOUR BIGGEST SALES



SELF-SCHEDULING TV!

RCA VICTOR MAKES NEWS with "Magic Memory" TV that thinks for itself! Pre-select the shows you want to see for up to 12 hours, and the TV will turn itself on and off on time, even change channels and fine-tune itself—*automatically!* Features 3-speaker Panoramic FM Sound. Programmer, 210-KA-46, 262 sq. in. picture, 2 finishes



RCA VICTOR MAKES NEWS with dramatic Clock Tote-A you in the morning—turns itself off after the late m switches, built-in electric clock, front tuning, recessed h Albright, 1



REMOTE CONTROL COLOR!

RCA VICTOR MAKES NEWS with the first "complete-off" remote control for Color TV! Transistorized "Wireless Wizard" turns TV off *all the way*—both remote amplifier and TV chassis! 7-function unit changes channels; has continuously variable tint, color, volume controls.

Abbott, 210-CTR-84, 260 sq. in. picture, 2 finishes



RCA VICTOR MAKES NEWS with fine performing TV t And the TV's 3 speakers serve as the second speaker u (Model PM-22). TV has Automatic Channel Equalizer Montgomery,

Lift here to see more



OR, RCA VICTOR'S NEWSMAKERS SALES-MAKERS ALL YEAR LONG!

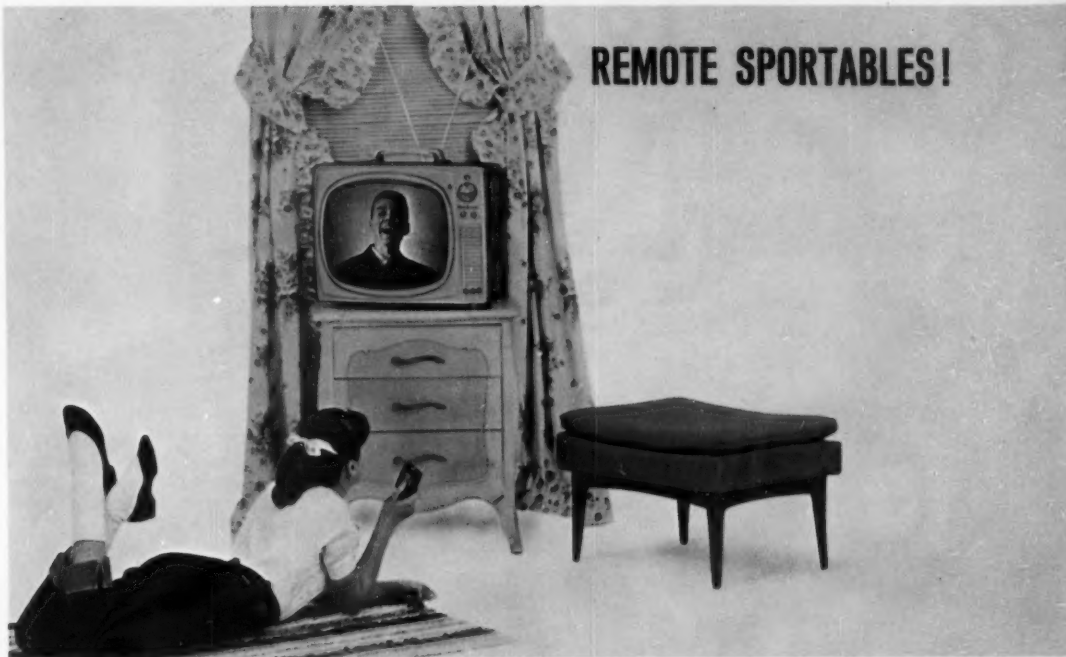
CLOCK TV!



Automatic Clock Tote-Able TV! Ideal for bedrooms; it wakes you up after the late movie. With "Wake-Up-and-Slumber" automatic tuning, recessed handgrips, built-in "V" antenna.

Albright, 170-TC-09, 156 sq. in. picture, 2 finishes

REMOTE SPORTABLES!



RCA VICTOR MAKES NEWS with advanced portable performance plus the luxury of remote control! New 3-function "Wireless Wizard" turns picture on or off, changes channels. No wires! New miniature remote control hand unit has the famous non-breakable "IMPAC" case!

Petite, 170-PR-10, 156 sq. in. picture, 2 finishes

STEREO-MATCHED TV!



...performing TV that is style-matched to Stereo Hi-Fi! Includes second speaker unit for the RCA Victor Stereo player Channel Equalizer, "One-Set" electronic fine tuning.

Montgomery, 210-K-40, 262 sq. in. picture, 3 finishes



**FOR DEPENDABILITY, EVERY RCA VICTOR TV
HAS TRANSFORMER-POWERED CHASSIS, TUBE
GUARD, AND SECURITY SEALED CIRCUITS.**

to see more News-makers



RCA VICTOR TV NEWS

THE ONLY TV THAT



LOWEST PRICED RCA VICTOR! Start here to sell the "Two-TV Family" idea! "Flight-Line" design, Signal Guide Tuner for outstanding portable reception, Balanced Fidelity FM sound.

Noble, 140-P-01, 108 sq. in. picture, Ebony finish



BUILT-IN "V" ANTENNA! Smart "Flight-Line" portable with high-efficiency telescoping "V" antenna, Signal Guide Tuner, Balanced Fidelity FM sound, smart tweed-like finishes.

Envoy, 140-P-02, 108 sq. in. picture, 3 finishes



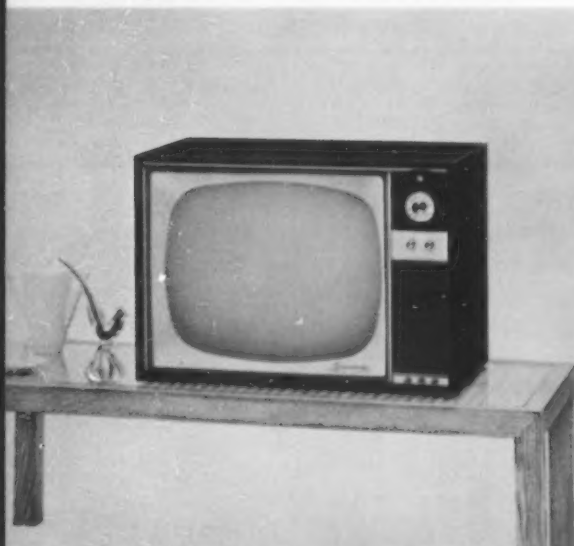
BIG-SCREEN PORTABLE! "Flight-Line" portable with 17" tube (overall diagonal). Has built-in telescoping "V" antenna, Signal Guide Tuner, Balanced Fidelity FM sound; 3 finishes.

Sportsman, 170-P-03, 156 sq. in. picture



LOWEST PRICED OF SPORTABLE! very-thin TV, less than 12" deep! Has sound of a big set, front tuning, Automatic Channel Equalizer, 3 finishes.

Stylist, 170-P-04, 156 sq. in. picture



LOWEST PRICED TABLE TV! 20,000 volts of picture power for 25% brighter picture, greater contrast! Has Automatic Channel Equalizer plus new Extended Range Duo-Cone Speaker that doubles as Stereo speaker.

Lane, 210-T-15, 262 sq. in. picture, 4 finishes



REMOTE CONTROL TABLE TV! All of the performance features of the Lane, plus new 3-function "Wireless Wizard." Turns picture on or off, changes channels. Miniature hand unit in non-breakable "IMPAC" case.

Bowden, 210-TR-21, 262 sq. in. picture, Ebony finish



NEW SHAPED CONSOLE! Legs are detachable for use as slim table TV. Features include brighter picture, Automatic Channel Equalizer, "One-Set" fine tuning, Duo-Cone Speaker, extra-powerful Cascade Tuner.

Adair, 210-T-19, 262 sq. in. picture, 3 finishes



"COMPACT" UNIT! unit to volume amplifier

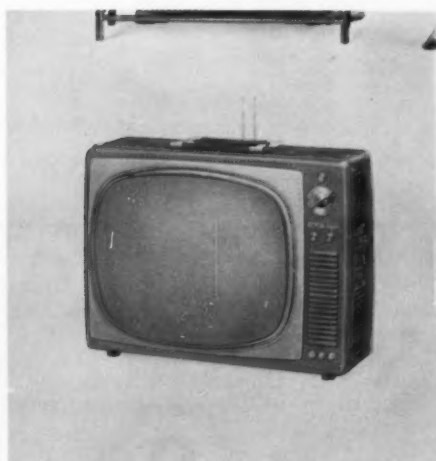
NEWSMAKERS OF 1960!

WHAT'S GOT IT ALL!



PRICE OF SPORTABLES! The new TV, less than 12" deep! Picture and sound, front tuning and sound. Channel Equalizer, "V" Antenna.

Owens, 210-P-04, 156 sq. in. picture, 3 finishes



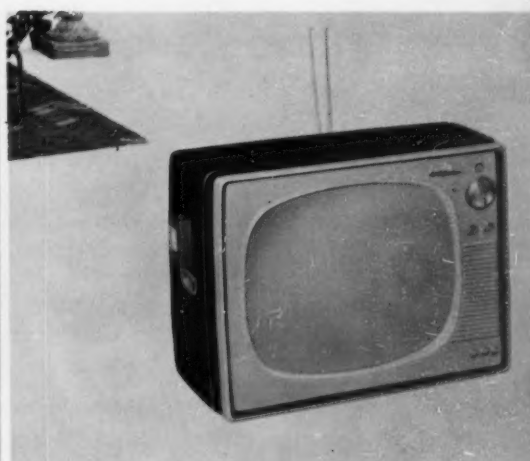
MOST LUXURIOUS OF SPORTABLES! Has all the high-performance features of the *Stylist* Sportable, plus the extra eye-appeal of dazzling new two-tone finishes and luxury trim.

Eldorado, 170-P-06, 156 sq. in. picture, 4 finishes



TOTE-ABLE TV! More than table TV! More than portable! Dramatic new styling, picture and sound of a big set. Front tuning and sound, Automatic Channel Equalizer, recessed handgrips.

Debonair, 170-T-08, 156 sq. in. picture, 4 finishes



REMOTE CONTROL TOTE-ABLE! All the Debonair's features plus remote control. Turns picture on or off, changes channels. Miniature unit in "IMPAC" case. TV has 2 finishes.

Modernette, 170-TR-11, 156 sq. in. picture



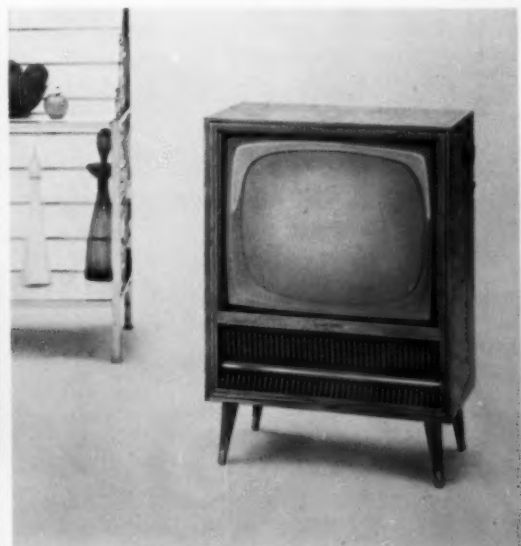
able for use
er picture,
ne tuning,
tuner.

, 3 finishes



"COMPLETE OFF" REMOTE CONTROL! New 5-function unit turns picture on or off, selects channels and any volume level, turns off both TV chassis and remote amplifier! Features 25% brighter picture, greater contrast.

Owens, 210-TR-22, 262 sq. in. picture, 3 finishes



LOWEST PRICED CONSOLE! New extra-value performance with a 25% brighter picture, greater contrast. Also has Signal Guide Tuner, Automatic Channel Equalizer, Extended Range Duo-Cone Speaker, stereo jack.

Harper, 210-K-29, 262 sq. in. picture, 4 finishes



MODERN CONSOLE! Just right in looks, performance and price. Features new 25% brighter picture, greater contrast, Signal Guide Tuner, Automatic Channel Equalizer, Duo-Cone Speaker, stereo jack.

Wayland, 210-K-33, 262 sq. in. picture, 3 finishes



CORNER SPEAKER TVI Two new Duo-Cone Speakers—one in front, one facing the side—give extended high-frequency response, room-filling sound. Set also has 25% brighter picture, greater contrast, stereo jack.

Fairfield, 210-K-35, 262 sq. in. picture, 2 finishes



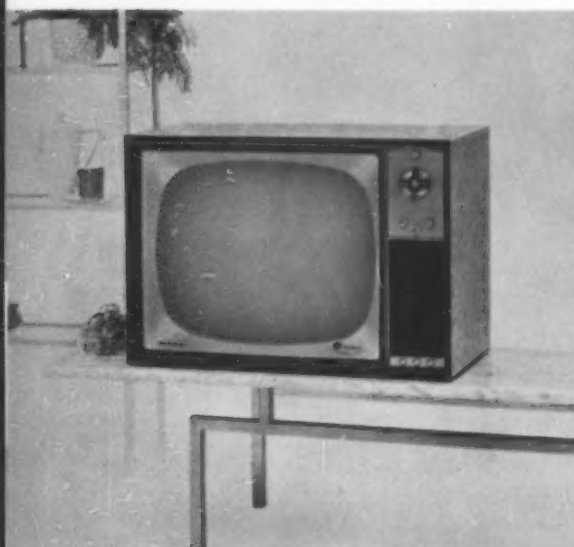
FRENCH PROVINCIAL LOWBOY! Master craftsmen produce classic styling luxury and sparkling performance at a moderate price. With 25% brighter picture, greater contrast, Automatic Channel Equalizer, Duo-Cone Speaker.

Alexandria, 210-K-39, 262 sq. in. picture, 2 finishes



MOVES ON CASTERS! Easy to roll into place for best viewing. Features 25% brighter picture, greater contrast, Automatic Channel Equalizer, two Duo-Cone Speakers double as Stereo speaker unit.

Chadwick, 210-K-41, 262 sq. in. picture, 3 finishes



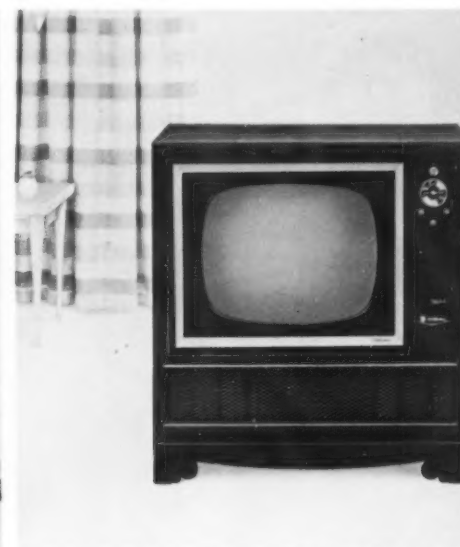
FINEST DELUXE TABLE TVI Has 25% brighter picture, greater contrast, extra-powerful Cascode Tuner, Automatic Channel Equalizer, "One-Set" fine tuning, new Clarity Control, Duo-Cone Speaker, and stereo jack.

Bentley, 210-DT-57, 262 sq. in. picture, 3 finishes



LOWEST PRICED DELUXE CONSOLE! Has all the Deluxe performance features of the Bentley plus twin Duo-Cone Speakers for extended high-frequency response and room-filling sound. Superb console styling!

Shelby, 210-DK-59, 262 sq. in. picture, 3 finishes



FRONT-TUNED DELUXE CONSOLE! Has all of the Bentley's features plus 3-speaker Panoramic Sound with the new Duo-Cone Speaker. Convenient, concealed casters let you position set easily for best viewing.

Ainsworth, 210-DK-63, 262 sq. in. picture, 2 finishes

5th ANNIVERSARY OF COLOR TV: A LIFETIME OF PROGRESS IN 5 SHORT YEARS!



TABLE COLOR TVI Brand-new styling that's smart as tomorrow! Speaker and tuning in front. "One-Set" electronic fine tuning simplifies color tuning. Unmatched "Living Color" picture. Doubles as a Stereo speaker unit.

Fellon, 210-CT-83, 260 sq. in. picture, 3 finishes



5TH ANNIVERSARY COLOR! Greatest value Color TV console in RCA Victor history! Beautiful "Living Color" picture, fine black-and-white reception, too. Automatic Channel Equalizer. Simplified "Color-Quick" tuning.

Anniversary, 210-CK-85, 260 sq. in. picture, 3 finishes



FINE WOOD LOWBOY! Genuine wood veneers and solids for added luxury. Features 3-speaker Panoramic Sound System, "One-Set" electronic fine tuning, simplified "Color-Quick" tuning, brilliant Contemporary design.

Latham, 210-CK-88, 260 sq. in. picture, 4 finishes

Dependability is why... more people buy RCA

Specifications and merchandise su



ce for best
er contrast,
e Speakers
e, 3 finishes



REMOTE CONTROL CONSOLE! With new 3-function "Wireless Wizard" in the non-breakable "IMPAC" case. Has Signal Guide Tuner, 25% brighter picture, greater contrast, Duo-Cone Speaker, stereo jack.

Brandon, 210-KR-43, 262 sq. in. picture, 2 finishes



5-FUNCTION REMOTE CONTROL! New "complete-off" remote control is transistorized—comes in a non-breakable "IMPAC" case. Smart console has 25% brighter picture, "One-Set" fine tuning, twin Duo-Cone Speakers.

Landis, 210-KR-45, 262 sq. in. picture, 3 finishes



BIGGER-THAN-LIFE PICTURE! New 24" picture tube (overall diag.) has 25% brighter picture, greater contrast! Streamlined cabinet moves easily on hidden casters. Has Signal Guide Tuner, Duo-Cone Speaker, stereo jack.

Denham, 240-K-49, 332 sq. in. picture, 3 finishes



he Bentley's
th the new
casters let
e, 2 finishes



FINEST DELUXE SOUND SYSTEM! Has all the Bentley's features plus new audio pack that delivers 13 watts peak power, 3-speaker Panoramic FM sound system, tone control, phono and stereo jacks. Favorite console styling.

Lexington, 210-DK-65, 262 sq. in. picture, 3 finishes



WOOD PROVINCIAL LOWBOY! Styling beyond question—with cabinetry of genuine wood veneers and solids. To match the fine cabinetry, set has all the Deluxe performance features of the Lexington.

Clarendon, 210-DK-67, 262 sq. in. picture, 2 finishes



REMOTE CONTROL LOWBOY! With new 5-function "Wireless Wizard" that shuts off TV and remote amplifier! Cabinet is of fine wood veneers and solids; rolls on hidden casters. Set has all Deluxe performance features.

Bartram, 210-DKR-71, 262 sq. in. picture, 2 finishes

SEE THE GREAT NEW ANNIVERSARY COLOR TV LINE!



s and solids
am Sound
simplified
ry design.
re, 4 finishes



3-SPEAKER PANORAMIC SOUND! Now even better with new Extended Range Duo-Cone Speaker. Doubles as a Stereo speaker unit. Has "One-Set" fine tuning, genuine wood veneers and selected hardwoods.

Atherton, 210-CK-90, 260 sq. in. picture, 3 finishes



GENUINE PROVINCIAL LOWBOY! With fine wood veneered finishes. Dozens of features including 3-speaker Panoramic Sound, Automatic Channel Equalizer, "One-Set" fine tuning, Cascade Tuner, stereo jack.

Caulfield, 210-CK-92, 260 sq. in. picture, 2 finishes



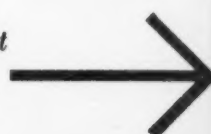
FOLDING-DOOR LOWBOY! Unquestioned craftsman styling in genuine fine wood veneers. Unequaled "Living Color" performance, too! 3 speakers, "One-Set" fine tuning, Cascade Tuner, stereo jack.

Corinthian, 210-CK-93, 260 sq. in. picture, 2 finishes

Buy RCA VICTOR than any other TV

and merchandise subject to change without notice

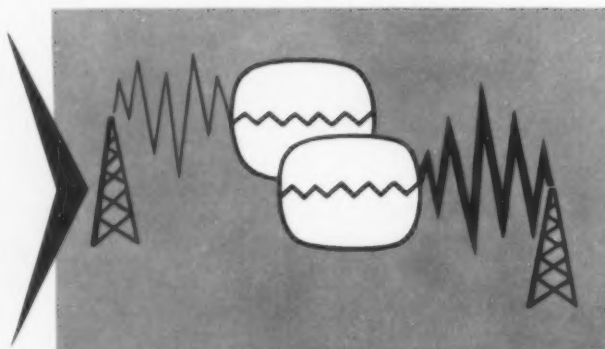
Now turn here for the biggest
feature story in television!



RCA VICTOR MAKES NEWS WITH FEATURES THAT MAKE SALES!

THE BRIGHTER PICTURE— THAT ADJUSTS ITSELF

RCA Victor makes news with 20,000 volts of picture power in most chassis—25% brighter picture! All pictures with complete brightness, greater contrast, more sparkle! New *Automatic Channel Equalizer* on most models keeps every picture, every channel at highest level. Prevents overloading and fading. Adjusts automatically for changes and fluctuations in TV signal strength.



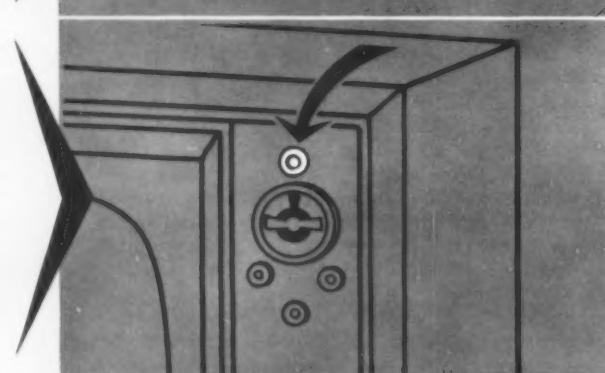
THE EXTENDED RANGE SOUND—THAT STAYS SET BY ITSELF

RCA Victor makes news with the *Duo-Cone* speaker! Gives extended high-frequency response and room-filling sound. A brand-new development, the Duo-Cone speaker is like two speakers in one! And it teams up with "Stay-Set" volume control in most models to give the TV sound you like. Set the sound level once—it stays that way!



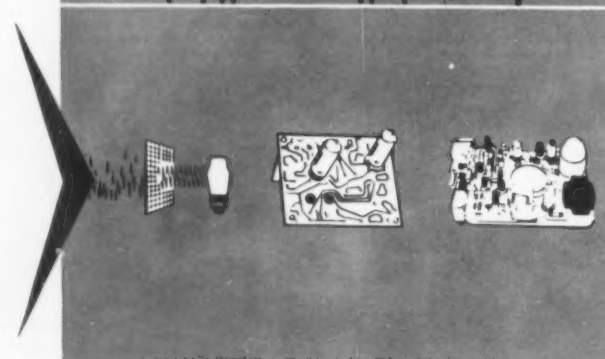
THE ELECTRONIC TUNER— THAT FINE TUNES ITSELF

Here's RCA Victor "One-Set" electronic fine tuning. Push in the fine tuning knob and adjust it just once for each VHF channel, and the best setting stays that way. No more fooling with tuning every time you change channels. A built-in feature with many RCA Victor TV Newsmakers of 1960!



THE POWERFUL CHASSIS— THAT PROTECTS ITSELF

It's the latest achievement in compact, high-power performance! The most economical and easiest-to-service chassis ever built. And only RCA Victor's power plants protect themselves all 3 ways. *Tube Guard* protects every tube, adds life to the set; *Power transformer* insures greater safety and dependability; *Security Sealed Circuits* (now with easy-to-follow servicemen's "road maps") seal in the quality—seal out the trouble!

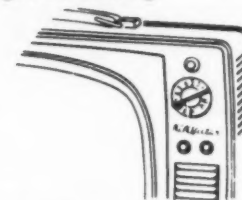


More worth-more features that make Newsmaker TV the only TV that's got it all!



THREE NEW "WIRELESS WIZARDS"! New 3-function and "complete off" 5-function remotes for black-and-white TV; new "complete off" 7-function remote for Color TV! And every one of them is wireless!

NEW HIGH-LEVEL CONTRAST CONTROL! Permits greater contrast without that annoying bending of the picture. Improves daylight TV viewing!



POWERFUL TUNERS mean powerful reception. RCA Victor offers *Signal Guide* and extra-powerful *Cascade* tuners! Both block out unwanted signals—amplify the one that TV needs for best reception!

STEREO JACK in all table, console and lowboy models allows use of TV sound system as second speaker for Stereo Hi-Fi!

AND THAT ISN'T ALL! Other RCA Victor features make news, too! *Chemical Fuse* will not "blow" from non-dangerous momentary overloads . . . TV finishes are matched to Stereo Hi-Fi finishes for natural "tie-in" sales . . . most models available for UHF-VHF operation . . . every set features an aluminized *Silverama* picture tube for unparalleled picture quality. In most areas, RCA's own technicians provide expert installation and maintenance of RCA Victor TV on a contract or per job basis. Feature for feature, dollar for dollar, there's never been a TV line like the great 1960 Newsmaker Line!

Sell RCA Victor Newsmaker TV! The most heavily advertised line in the industry—the only complete line in the industry!

THE WORLD-FAMOUS NAME THAT SELLS ITSELF



RCA VICTOR
RADIO CORPORATION OF AMERICA



MORT FARR SAYS: "What's Wrong With Color TV?"

Color television is now five years old and many dealers are still unaware of its potential. For some dealers color TV has meant disappointment and frustration. For some of us it has been our "ace"—an opportunity for big ticket sales and profit.

EVEN SO, WE'VE DONE SURPRISINGLY WELL. When we consider that during the first two years we did not really have a practical set and that programs were scarce, it's remarkable that we have done as well as we have. There are now almost half a million color sets in use and last year saw sales of around 160,000 sets. If we recall that in 1958 black and white sales fell off 22 percent while the sale of color sets increased 28 percent we can begin to realize that color is maturing. Many dealers are already cashing in on color. Last year my own color sales totaled 16 percent of my total year's volume and represented more dollar volume than my sales of automatic washers. In the month of December color volume in dollars amounted to 40 percent of total sales of all appliances, TV, stereo, hi-fi, etc. More important, this business was done at a profit and every sale included the sale of a service contract.

NOW IS THE TIME TO GET INTO COLOR. I am serious when I say that there was less reason to get into the sale of TV in 1946 than there is to promote color now. We have seen the sale of TV sets decline from 7.4 million sets in 1955 to just over five million in 1958. The dollar volume in those years has slipped from \$1.75 billion to one billion last year, a decline of 42 percent; brought about not only by the progressive drop in units, but with a drop in factory billings per set each year, until we hit a low of about \$130 per set. Color television presents an opportunity not only for unlimited sales due to its low saturation, but at prices that makes dollar volume per unit 3 to 4 times that of a black and white receiver.

There are now over 350 stations equipped to transmit color programs which makes them available to 98% of the homes of America. Perhaps the most encouraging phase of color TV is the reaction of the public who have bought the sets. In my own case we have sold hundreds, and we do not have an unhappy customer. The Pennsylvania Co., Philadelphia's largest dealer finance institution, says it has not had to make a repossession of a single color set because of customer dissatisfaction. In



Mort Farr, Upper Darby, Pa., dealer and chairman of the board, NARDA.

fact in a national survey of color set owners 85% of them rated their performance as excellent.

BUT WHY HAVEN'T WE SOLD MORE SETS? To begin with, I don't believe that RCA can put it over alone, although actually it looks now as though they might even be able to accomplish that. The entry of Admiral into the picture and the announced plans of several other manufacturers should help; but the real problem lies deeper.

There have been many things working against the sale of color TV sets. Among them are the faults common to our industry—lack of cooperation between various segments of the industry and, much more important, the lack of pioneering by most of our mass merchandisers. This type of store can only promote and sell those items which have been presold to the public. They do not know how to sell, and can't afford to create, new markets.

YOU CAN'T SELL PESSIMISM. Another factor which retarded the growth of color was the detrimental evaluation of it by industry leaders. This was carried on down to the customer by suppliers' salesmen who had no color TV sets to sell to their dealers, telling these dealers how unstable the business was and educating them to tell their retail salesmen and servicemen to knock color and advise their customers that it was not ready for the market; that it was not worth what it cost and would be a headache and a problem. This type talk, plus the public who saw some of the first demonstrations and

were thus unsold themselves has done much to hold back the sale of sets. However, the unselling has not been confined to dealers who did not have a franchise that included color sets. Many RCA dealers insisted on committing suicide by telling their customers that color was 2 years off, or that they would not have one in their own home, and instead of talking about the best shows being in color, told customers there just weren't enough programs to make it worth buying a set. Inadequate display on these dealers floors has also contributed to their failure to convince customers.

Nor have TV servicemen been sold on the merits of color sets. The technician is the authority, the one person that our customers believe. He should be an enthusiastic salesman for this new and better service. The potential from leads produced by servicemen is unlimited and a lack of selling these men on the merits of color is only exceeded by the lack of training of retail salesmen.

There are other reasons why color TV sales have been behind predictions, such as the fear of some dealers of all high ticket items. The boat industry doesn't hesitate to ask thousands of dollars for their product and \$500 isn't too high to ask for an outboard motor. The auto industry adds \$600 to \$800 in extras to the price of every car and our customers gladly pay it. The price of color TV is not too high; we are just selling our black and white sets too cheaply. Some of the blame must be put on the way franchising has been handled, so that a dealer who is willing to promote and sell is not protected on the sales he originates. Profits have not been as high as they might be on an item that requires the type of specialty selling that color TV does. Programming has not been to the taste of the masses and we surely lack daytime programming if for no other reason than to give our service men an opportunity to check the sets on color shows. We have also been affected by a segment of the public who would like a color set but who lack the finances, or who think the price high and so go around talking against it.

WHY SELL IT NOW? Success in the merchandising of our products is partly due to ability but much is due to luck and in timing. I believe that due to the present advance in the art, the big increase in color programming due this fall and general economic conditions that the time to actually cash in on the sale of color TV is NOW.

Sessions
introduces
a great
new idea
in sleeping
comfort!

*(It wakes only one...lets
the other sleeper sleep!)*

SESSIONS LOVE-ALARM



The most thoughtful (and relaxing) idea in sleeping since twin beds! Lets the early riser rise early—the late riser sleep! The patented SESSIONS LOVE-ALARM fits comfortably under a pillow. At the set time its soft purr gently whispers sweet somethings into the ear of the early-bird (almost *apologetically*)...but bothers not the night-owl. Bespeaks *consideration* born of *love*. Heart-shaped, in three beautiful colors, matchable to peignoir or pillow. Another unique development from The Company That's Starting a Revolution in Time! (*P. S. Be sure to see Sessions at the Retail Jewelers' New York Convention & Trade Show.*)

THE SESSIONS CLOCK COMPANY
FORESTVILLE, CONNECTICUT

**NEW
HOTPOINT
Fall Special
RANGE**

39" HOTPOINT RANGE MODEL RC-292



LOADED with Deluxe Features and PRICED LOW for VOLUME SALES

Your cost on this new 39" Hotpoint range
IS SO LOW YOU'LL NEVER BELIEVE IT



Call your Hotpoint Distributor today
and get all the amazing details
on this terrific sales maker

... and backing up this tremendous range,

Silver Dollar Savings Days

A sales-building promotion complete with

- Powerful Newspaper Advertising Campaign
- Sure-fire traffic-building premium
- Prospect-pulling promotional ideas
- Colorful Display Materials

Everything you need
for bigger Hotpoint range sales

Contact your Hotpoint Distributor
today for complete details



VERSATILITY—Big 6 qt. Deep Well Thrift Cooker for soups and stews—or Calrod® heating unit can be raised for surface cooking.

COOKING ACCURACY—Nationally-advertised Calrod® Recipe Heat units with "heat as accurately measured as recipe ingredients for better results every time."

COOKING EASE—Color-keyed pushbuttons.

COOKING SPEED—2600-watt unit.

COOKING CAPACITY—Wide Super-Oven cooks banquet-size meals.

CLEANABILITY—Surface units have special Stay-Up hinges. Oven bake and broil units pull out.

CONVENIENCE—Oven timing clock, minute timer, two appliance outlets.

GIANT STORAGE—Full-width drawer on bottom, utensil compartment on side.

EYE APPEAL—Deluxe fluorescent-lighted back panel, modern styling.

Hotpoint dealers' profit opportunities are greater than ever... if you're not a Hotpoint dealer, you should be.



Hotpoint

LOOK FOR THAT **DIFFERENCE!** (your customers do!)

A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE®
DISHWASHERS • DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS

**IMMEDIATE
DELIVERY!***

SYLVANIA

big picture 23" TV



Model 23T14 Big 23" picture in a deluxe table TV with HaloLight®. Mahogany and blonde oak grained finishes.



Model 23C20 Dramatic lowboy styling in 23" wide-angle picture with HaloLight. Full rich sound. In walnut, mahogany or blonde oak finish.



Model 23C21M Provincial console with HaloLight and Magic Touch tuning. Hi-Fi input jack. Mahogany veneer finish.



Model 23S23M Sensational Sylouette in traditional styling—with two position HaloLight. Decorator cabinet in beautiful mahogany grained finish.

***WATCH FOR YOUR SYLVANIA DISTRIBUTOR**

“OPEN HOUSE”

... see the full line and place your order for immediate delivery

Your Sylvania Distributor is now holding the most important open house showing ever. He's bringing you the sensational 23" TV your customers will be looking for this fall.

If you mean business—and

want plus profits in the selling season ahead, plan to trade up to 23" TV. Your Sylvania Open House is a golden opportunity to join the select dealers who will be enjoying big 23" sales this fall.

*23" picture tube measured diagonally. Viewing area 275 square inches.



You are cordially invited to attend your Sylvania Distributor

OPEN HOUSE

featuring the sensationally new big picture 23" TV
Sylvania Home Electronics



Don't miss this invitation to extra profits this fall. Watch the mail for your "Open House" dates.

SYLVANIA
Subsidiary of
GENERAL TELEPHONE & ELECTRONICS



Sylvania big picture 23" TV
-changes the face of Television

Tie in right now with these

5 Sunbeam PROMOTIONS

YOUR FUTURE IS NOW WITH SUNBEAM

PROVED, TIMELY...TRAFFIC AND SALES BUILDERS

1

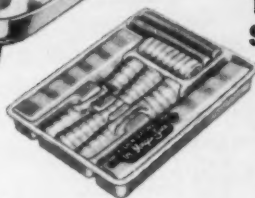
NOW! OFFER YOUR CUSTOMERS THIS



- Automatic Temperature Control
- Easy-to-set Control Dial
- Sunbeam Quality

Sunbeam CONTROLLED EVEN HEAT
FRYPAN
AND AS AN
EXTRA BONUS GIFT

A BEAUTIFUL 8 PIECE
TOWEL TRAY SET PLUS
A 4 COMPARTMENT
SILVERWARE TRAY



USE THIS SALES-TESTED PROGRAM TO CREATE DEMAND FOR ALL SIZES OF SUNBEAM FRYPANS

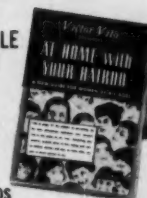
2

SELL YOUR CUSTOMERS THIS

Lady Sunbeam

CONTROLLED HEAT
HAIR DRYER
AND AS AN **EXTRA BONUS GIFT**

THEY GET THIS VALUABLE BOOK, "AT HOME WITH YOUR HAIRDO" by Internationally famous Hair Stylist, Victor Vito



- Has many practical tips on hair care.

- Dries hair faster.
- Keeps hands free for knitting, doing nails, etc.

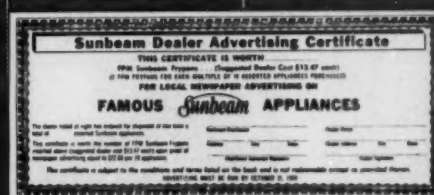
HERE'S A SENSATIONAL COMBINATION THAT WILL BE A SURE SALES GETTER FOR YOU

3

FOR MORE EFFECTIVE LOCAL ADVERTISING AND PROMOTION

Sunbeam
18 ASSORTMENT ADVERTISING PLAN

This special Sunbeam advertising plan is especially geared to today's marketing conditions. Take advantage of this timely program to advertise and promote Sunbeam products. Stock up NOW for greater Sunbeam sales this fall!



4

WHEN YOUR CUSTOMERS BUY THIS



Sunbeam
AUTOMATIC ELECTRIC
GRIDDLE
WITH REMOVABLE
HEAT CONTROL

THEY GET AS AN
EXTRA GIFT BONUS

SET OF 4
GLASBAKE
DISHES

- Big Family Size.
- Easy-to-see Grillguides.
- Easy-to-wash.
- Two-1 Pint and Two-1 Quart sizes
- Smart Milk Glass
- Gold Snowflake Decor
- Heat Resistant

THIS SPECIAL MARKET-TESTED OFFER WILL INCREASE DEMAND FOR THIS IMPORTANT SUNBEAM PRODUCT

5

SELL YOUR CUSTOMERS A FAMOUS



Sunbeam
MIXMASTER
HAND MIXER

AND THEY GET AS AN
EXTRA GIFT BONUS

- Larger Full Mix Beaters
- In White, Chrome, Pink, Turquoise and Yellow
- Convenient Beater Release
- Six Mix Guides



Excellent for
Scrambling Eggs, etc.



Ideal For Malts,
Milk Shakes, etc.

THESE
USEFUL
DRINK MIXER
AND
WHIPPER
ATTACHMENTS

THIS CUSTOMER-PROVED PROMOTION WILL BUILD STORE TRAFFIC AND INCREASE YOUR SALES



CALL YOUR **Sunbeam** DISTRIBUTOR NOW

• SUNBEAM, MIXMASTER, LADY SUNBEAM

OR WRITE FOR FURTHER DETAILS TO
ELECTRICAL APPLIANCE SALES DIVISION, DEPT. 278
SUNBEAM CORPORATION, 5600 ROOSEVELT RD., CHICAGO

New G-E PROFIT PROGRAM

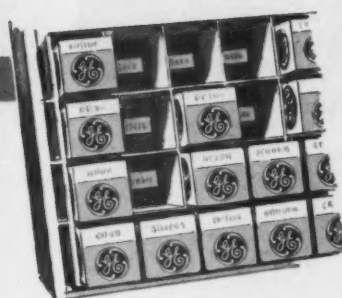
REPLENISHMENT
OF INVENTORY
PROGRAMMED

 **SERVICE-DESIGNED tubes**

Best for any set!

Display rack with wall hanger \$23.95, or free
with purchase of 650 General Electric tubes.
Rack with floor easel, \$25.95 or 700 G-E tubes.

Streamlines Your Tube Sales for Fast Turnover, Top Volume!



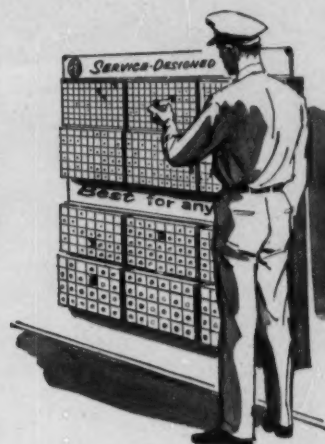
Missing cartons show what tube types you should reorder.



Your tube inventory can easily be checked at a glance.



A second display will accommodate additional supply of tubes.



Rack can be hung on a wall if floor space is not available.

A General Electric "first"...that sells more tubes, saves record-keeping, *provides the tubes you need when you need them!* This is G.E.'s new PROFIT* Program, packaged for you in the finest, most complete tube display rack ever offered to TV technicians.

See (left) how easy it is to select types... how stock rotation is assured by orderly tube removal and replacement! Note the Display's ample dimensions—44" high plus 16" for easel base; 40½" wide—providing plenty of space for a scientifically planned tube inventory!

If you invite customer self-service, the Display is ideal for that purpose. Also, your stock

of tubes can be checked visually at any time. Missing cartons tell you what types to reorder, and how many, since the type numbers of all tubes taken out can be recorded in back. Book-keeping is virtually eliminated.

Over-stocking and tube shortages: both are banned by the Balanced Inventory feature. Your tube dollars work harder than ever before. See your nearby G-E tube distributor today about General Electric's Service-Designed Tube Display with brand-new, built-in inventory control! *Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Kentucky.*

Progress Is Our Most Important Product

GENERAL  ELECTRIC

2-111-222

Chevy shows its stamina on tough multi-stop store deliveries



**"We can put more miles on Chevrolet
than any other truck."**

—BRUCE SMITH, DELIVERY SUPT.,
RIKE-KUMLER COMPANY,
DAYTON, OHIO

"We use our Chevrolet 5703's for tough intra-city hauls. Those starts and stops really tell what a truck is made of, and we've found that we can put more miles on a Chevrolet than on any other truck."

"The Chevrolet HD Taskmaster V8 really does the job. It's a natural for hurry-up hauls and its high compression ratio and durable components are made to order for low fuel and upkeep costs. Our out-of-town deliveries really give the Chevrolet chassis a tough time and prove to us that it can take it!"

Chevy, you'll find, is winning a lot of new boosters among retail businessmen, for a number of good reasons. Reasons like money-saving *power*, for instance. Chevrolet for '59 offers newly improved valve-in-head 6's that nurse a gallon of gas like nothing in trucks has before. Or big V8's for every Series that include the shortest stroke design—the best saving design—in the field. And for the *toughness* that leads to low maintenance, Chevy's advanced chassis components are specially designed for the capacity to out-muscle the roughest kind of runs. For the *latest* in low-cost hauling equipment, see your Chevy dealer! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



No job's too tough for a Chevrolet truck!

HERE'S HOW TO SELL

Today's TV Styling

There's wild style in TV this year. Some of it (TV on a pole, TV in a coffee table) is "shock-designed" to get the customer gawking and talking again. It's the sizzle you can use to sell the steak — new TV sizes and shapes, new mobility, new flexibility, new performance and convenience. Here's how to do it:



Pitch obsolescence when selling 23-inch sets, now offered by four manufacturers (including Sylvania, above). They take no more space than 21-inch tube, are flatter, have "squarer" corners, add 20 sq. in. to picture, eliminate reflections, sharpen contrasts.



Battery-powered transistor portable (by Philco) offers complete freedom from cord, is compact, weighs only 15 pounds. Aim here for the luxury market—people who must be first; don't overlook the man-who-has-everything gift market.



Authentic furniture styling is a big trend this year. To sell it, stress genuine woods, staining, graining, and period styling. Availability of TV in cabinets (like this Motorola) invites legitimate \$50 to \$100 step-up. See page 62 for more furniture details.

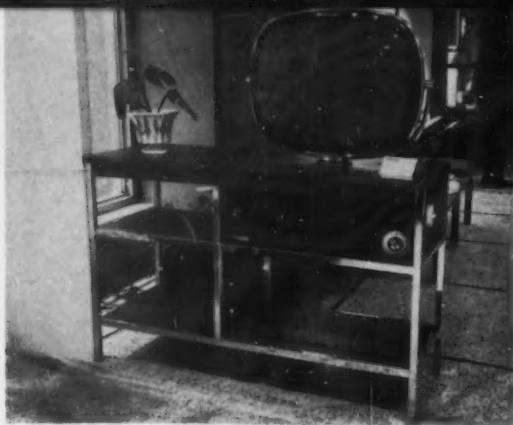


Stress style when showing carts, racks and tables to prospects for portable TV (those above are from G-E but many firms now offer them). Low prices give you the option of handling them as a high profit add-on or a throw-in closer.



TV in a coffee table (by RCA Victor) will fascinate shoppers as it pops up at a touch. But remember that the set can be pitched seriously to those who want the unique, who have space problems, or who prefer TV that doubles as furniture.

Pole (or wall) mounted TV from General Electric is an obvious traffic puller. But don't overlook those customers who will really want such a set for high or swivel installations in kitchens, game rooms, dens and bedrooms.



TV can now serve as a room divider. Counter-height, open cabinet on this Philco set suggests its use as a functional bar, a bookshelf or shelving for house plants. Stress modern living in suggesting such uses of a TV set.



Combinations are making a big comeback. Natural pitch on sets like this Admiral consists of stressing critical space problem in U. S. living room—a space problem accentuated by stereo.



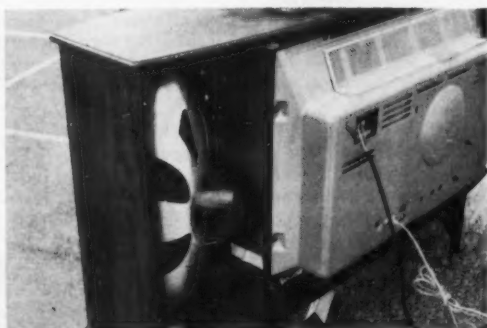
Stress mobility when selling portables on wheeled carts. With prospects for sets like these Zeniths, tell them they can "push it to the bedroom if you don't want to carry it." Cart costs are low; permit negotiating.

HERE'S HOW TO SELL

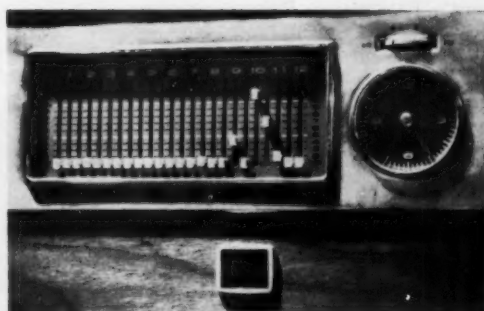
Today's TV Performance

EVERY YEAR certain performance features work their way out of the service manual and into consumer copy. They can all be added to the sales story to impress the prospect that he's getting the most powerful, most versatile, most easily operated set in TV's history. Here's a short list of today's newest nuts-and-bolts features and yesterday's most impressive carryovers.

- **20,000 volt chassis.** Emergence of voltage as selling feature may start TV into "wattage race" long known in hi-fi. Point to sell is that some makers are putting from 2000 to 5000 more volts through the tube for brighter, sharper picture. To do this, many have gone back to the cheaper short neck 90-degree tube (in consoles) and are putting savings into power.
- **Transformer-powered chassis** means that maker has eliminated cheaper selenium rectifier. Some absorb, some pass along added cost. Sell superior fringe area station pulling power of transformer power.
- **"Roadmap" printed boards.** All makers who use boards are making it easier for servicemen to work on printed circuit chassis by eliminating much of the guess work. Sell the savings in repair time and costs. New approaches mark the circuit paths in variety of easy-to-follow colors, label holes in board for the right part by number and by electronic requirement.



GE's bigger speakers (see text).



RCA's Automatic "programming" (see text).

- **Stereo-jacked** means that makers have rigged most consoles to serve as second speaker of stereo system. Pitch this to space conscious buyer who may be future stereo customer. Use it as opener to stereo pitch.
- **Hi-fi sound.** Speaker complements are getting bigger and better in TV (see inset) and wattage output of TV's audio circuit in some lines is up from standard 1½ watts to 3. Story can prove that TV's sound is better; that, with wider frequency response of better speakers, TV can serve as monophonic phono with mere jacking in of record changer.
- **Clocks are beginning to appear** in TV set as pressure from remote tuning models increases. Clock's main function is to turn set off at pre-set time should customer fall asleep in bed. Saves picture tube life. Set can also wake customer up to TV news or early televised college courses. Remote tuning won't do either in forgetful hands. RCA's super clock panel (see inset) let's viewer set up whole evening's programming in advance—with time out for walking the dog.
- **Memory fine tuning feature** is becoming—but not yet completely—standard equipment on deluxe chassis sets. With it, viewer tunes finest possible sharpness of each viewable channel one time and saves fussing every time with every channel change. Same holds true for push-pull switch which cuts retuning of volume.

THE MAGIC OF REMOTES

Remote tuning continues to help the high end seller. Most brands now show half dozen top consoles with remote, wireless tuning. Wired remotes have gone. You'll find Zenith RCA, Emerson taking Admiral's January lead into remote equipped portables—despite claims by the have-nots that people won't pay for added cost in portables.

How to sell remotes? Convenience is the main selling story. Complete control of on-off, volume, channel changing from chairside.

How do remotes work? It may help your romancing to know. All use ultrasonic sound. In Zenith method, sound is sent mechanically from hand-control to special receiver in set. Metal bar is struck by hammer when you press Space Command button. Sound goes out as from a tuning fork, different sound for each function asked of the set.

Others send sound electronically, being tiny transmitters.

In all cases "antennas" in TV cabinet "hear" sound and pass orders to TV's main chassis. One antenna hears on-off signal, vibrates, releases relay which lets power flow to primary chassis as would on-off switch. Another hears channel change command, releases power to motor which runs channel dial.

So-called "two-button" remotes offer on-off and channel change in one direction. Three-button adds volume control in measured stages. Newest ones give continuous volume—it rises or diminishes slowly. Magnavox offers brightness control too. RCA goes one button more and offers "complete" on-off. Others don't shut off all current. Be careful when counting buttons. Some makers count "on" as one, "off" as another; two-way channel change as two.

MORE▶

HERE'S HOW TO SELL

Today's TV Furniture

THE impact of quality furniture is one of the key merchandising trends in the 1960 TV lines. Every competitor is after that high end business staked out so successfully two years ago by Zenith's \$500 Decorator Group. There is more "genuine wood," more "authentic design," more specific period cabinetry in this year's line folders than ever before. The dealer who can pitch high end TV as furniture too is the one who will get that high ticket, high profit business.

So how do you sell TV as furniture?

The more you know about furniture the better you can sell it. The more character a piece of furniture—or a TV or a stereo cabinet—has, the more valuable it is. What gives furniture character?: color, style, quality of wood used, staining techniques used, grain, finish, hardware.

Next month, ELECTRICAL MERCHANDISING will show you exactly how to understand and sell

furniture. In the meantime, one of the best ways to begin learning about furniture styling and terminology is to study the sets being merchandised under various style labels. You'll find a representative sampling below. Five of the styles are shown in "pairs", representing both "high end" and "middle line" approaches. Study the differences in these pairs and you'll learn a lot about furniture. In a \$500 piece, for example, the designer has price latitude. He can afford luxury. At \$289 he must cost down the same details into more practical woods, color stains, "printed" grains on wood substitutes. He must strive for authenticity, but with tight budget.

In viewing the pairs: watch "color," the leg, the line. "Color" for instance, in TV is often the major difference in the style of two quite similar pieces—as in first line below. And color, the designers say, is of first importance to women.



TRADITIONAL

Very similar to Philco Provincial at left, but switch to mahogany color, squarer front lines, darker grille metal, grained inset panel make this Philco piece Traditional. Scaled



down to middle line, this Philco piece (right) is made Traditional by mahogany stain, sweeping leg, dark hardware. Change color it's Provincial; change leg it's Modern.



FRENCH PROVINCIAL

Fruitwood color, genuine veneers, hand rubbed satin finish, elegant curves in leg and front panels mark this high end Philco piece as Provincial. Middle line piece by Olym-



pic (right) has less area to work with, achieves Provincial with high color cherry stain, less delicate but still typical styling in leg, skirt and grille outline.



EARLY AMERICAN

High color maple woods, round, ornately turned legs, three-sided scrolled rail at top mark Hoffman's long experience with Early Ameri-



can. Maple color of pressed wood; solid, round, turned, stained legs give minimum Early American look to this middle line Magnavox.



PAN ASIAN

Long straight grain of walnut, emphasized by long louvers, smooth curved top, protruding leg, help identify this G-E high end piece as



DANISH

Danish. Distinctive leg, genuine walnut woods, cane grille, louvers, help Admiral (right) fix Danish label to this clean line console.



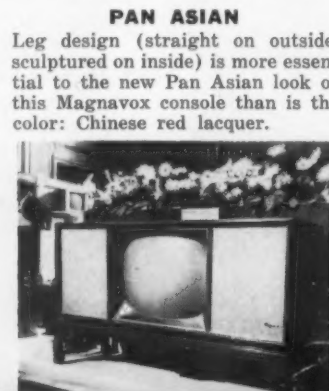
CONTEMPORARY

Severely straight squared lines, brass and light accent metals, simple, functional legs, give this RCA console the Modern, or Contemporary, look.



MODERN

Blonde (limed oak) is always Modern. Other colors and metal are too when they pick up straight lines, pegged or squared legs similar to the Motorola shown below.



ITALIAN PROVINCIAL

Straight, squared, tapered and carved legs, angular look, light antiqued wood toning, earn Italian Provincial label for this high end Zenith.

HERE'S HOW TO SELL TODAY'S TV

Check This Feature Round-up

This is a year of caution in TV merchandising. In checking the lines below you'll find some innovations, but the total effect is one of caution.

Except for the universal push into better furniture, there is little of the stampeding that once was typical at show time. This year *some*—but not all—went for remotes in portables. *Some*—but not all—went for the 20,000 volt chassis, for the 23-inch tube; *one* for transistor TV.

Why the caution? Basically, the answer lies in a conflict in trends. On the one hand you have a desire to keep the line upgrading going on to entice the buyer to the higher ticket. Standing in the way of this, however, is one big counter trend: people are not turning in their old sets the way they should. Since 1953 retail sales in dollars have dropped steadily at a rate of 6.5 percent a year while service volume (to keep the old set going) has risen 12 percent a year.

The industry thinks 1959 will produce about 5.8 million sales—an increase of 18 percent over recession-ridden 1958 but still far below 1957 (6.4 million) and record 1955 (7.7 million).

Retailers can expect a 10 to 20 percent increase in unit sales this year. And, more important, they can expect a higher average ticket on these units. For the dealer this higher ticket may well be the key to the future. If TV does settle down into a six million unit per year pattern, volume increases will have to come mainly from selling up helped by features like these:

ZENITH: Long furniture line . . . Expanded "Decorator" \$500 console group . . . 16 wireless remote tuning models, including 17-in. portable . . . 20,000-volt transformer chassis, hand-wired . . . 110 deg. tubes in portables only . . . 11 hi-fi chassis with brass and treble tone controls . . . 6 open lists . . . No color; no 23's.

RCA: "Hideaway" TV in coffee table . . . "Programmer" TV which pre-sets 12 hours of viewing . . . Clock portable for bedroom . . . 10 wireless remotes including color . . . Remote in 17-in. portable (\$50 extra) . . . Back to 90-deg. in all but "style" consoles . . . 20,000-volt chassis . . . 10 color sets . . . No national lists.

ADMIRAL: Features 7 consoles with new 23-in. tube; 12 with 21-in. 90-deg. short neck, 20,000 volt, transformer chassis . . . Going into color with 5 models, made by RCA in Admiral cabinets . . . 6 remote models including 17-in. portable . . . 4 combos . . .

PHILCO: Safari cordless transistor portable at \$250, weighs 15 lbs. . . . Went furniture at high end with "Mastercraft" series . . . Extended Predicta styling to three 17-in. sets with metal cabinets, one with clock . . . Keeping 110 deg. tube in consoles . . . Seven wireless remotes.

G-E: Pole and wall mounted portables . . . Six special "Coordinate" bases and carts for Designer models . . . 9 continuous volume remote control models . . . 7 furniture models in high

end "Prestige" series . . . Tone control, locked fine tune, 3 watt output in deluxe chassis—two 21-in. coaxial speakers in some models . . .

MOTOROLA: Flushed with high end furniture success of last year, extended Drexel series from 4 to 6 models . . . New 20,000 deluxe transformer chassis throughout . . . 6 wireless remote models . . . New thin 17-in. portable.

SYLVANIA: Went to 23-in. across entire console line, redesigning Halolight mask to emphasize square corner look . . . Absorbing cost of 23-in. in all but low end consoles where \$20 is added . . . No remotes yet . . . Clock in Dualette . . . Staying out of transformer chassis but upping rectifier warranty to 5 years.

MAGNAVOX: Never brings out whole new line, only drop ins . . . Keeping accent on furniture and on big stuff with 13 24-in. sets, no 23s . . . Keeping push on highly successful big \$595 stereo-TV combo . . . New, front-firing two-speaker, wood 17-in. table model . . . Carts . . . Decorator color finishes in highest priced combos: Chinese red lacquer, ivory, green . . .

WESTINGHOUSE: Line late, due to just-broken 3-month strike . . . Will feature heavy swing to furniture in consoles . . . Continuous volume remote control . . . All consoles with two or more speakers and 3½ watt output, tone control . . . New slim 17-in. portable . . . No 23s . . .

EMERSON-DUMONT: Emerson—Wireless remote in 17-in. portable and 4 consoles . . . Remote adds \$60 in all cases . . . Two speakers all the way through line . . . Genuine hardwoods only . . . DuMont—remains high quality line . . . All wood line breaks into 3 furniture groups: 8 Contemporary models; 6 Traditional; 4 Provincial . . . Wireless remote optional on 5 models; wired remote standard on 3, optional on 15 . . . Deluxe handwired chassis with tone control throughout . . . Two 24's; no 23's.

OLYMPIC: Eleven 21-in. consoles, including one remote; three 24s; no 23s . . . Continued concentration on combos—8 in all. Seven are "Six-way" combos, meaning: TV, monophonic hi-fi, stereo hi-fi, AM radio, FM radio, simulcast (AM/FM stereo) radio . . . More furniture . . .

HOFFMAN: Features new 23-in. tube in 6 models of deluxe chassis part of line. Styling lets thick black outline of new tube show to emphasize squared look . . . Four more 21s make 10-model, furniture, line "most comprehensive ever . . ." Hand-wired, transformer powered chassis throughout . . . New two-piece "combo."

PACKARD-BELL: Computer control uses dialing technique which flashes channel numbers on control panel similar to computer . . . Returns to use of doors . . . Two 23s in 13 model line.

8 WAYS TO MAKE MORE MONEY ON TV SERVICE

1. Sell a Service Policy When a Set Needs Shop Work



When an outside technician for Hopkins-Smith, Inc., Fort Lauderdale, Fla., encounters a basically sound set that needs shop work, he pushes hard to sell the owner a one-year service policy which will include present repairs.

By doing this, the firm has managed to reduce its flat television service call charge while improving the profit structure of its service department.

For black and white 21's and smaller, the firm has a leader policy at \$34.94 (covering all parts for a year, exclusive of picture tube, plus labor for 90 days,) and a step-up policy at \$59.94 (paying complete parts and labor for a year.) The \$34 policy is treated much like a merchandise leader, while sales effort is concentrated on the \$59 version. The minimum shop repair charge of \$18.84 (including initial call, pickup, basic shop labor and delivery) proves an effective wedge for the warranty-selling serviceman.

Some policies are sold on the initial call; some on the phone when estimates are given; most on delivery of repaired sets. To servicemen go commissions of \$1 for selling leader policies, \$2 for step-ups. Renewals of expired policies are handled by direct mail without commissions. For policy holders who later trade with Hopkins-Smith, unexpired policies are tacked on to the new sets' warranties.

Advantages of the system are significant. It has all but ended customer complaints on service charges. It gives the service department a substantially better margin of profit—what may be lost on a few policies is more than made up in the long run. It has enabled Hopkins-Smith to cut its service call minimum from \$5 to a promotable \$3.94. It has improved servicemen's morale by shielding them from arguments with customers and giving them a shot at commissions.

2. Use Servicemen To Sell Used Sets

At Salon of Music in Palm Beach, Fla., the key to stepped-up volume in used sets is a simple slogan: "Buy from a technician."

"Tremendously effective," Jim Holway, manager of the warehouse-service department, calls it. "A serviceman's word carries plenty of weight with the average resale prospects."

Used set sales in greater volume and at better margins are the direct result of the program.

All of the firm's trade-ins are retailed directly from the big combination service shop-warehouse in which they're reconditioned. And all the bench men are salesmen.

To stimulate selling interest without

creating conventional sales-floor rivalry, a 2.5 percent commission on each sale made by a shop man goes into a pot to be split equally among the servicemen. On the many new-set sales also made by technicians (out of handy warehouse stock,) the same commission is paid, but on net sales after trades. Either way it keeps TV sets moving steadily.

3. Issue Summonses To Speed Up Collections

No matter how carefully Thomas Bricetti of Bricetti's, Mt. Kisco, N. Y. qualifies his charge customers, collections occasionally lag.

Bricetti solves this problem by issuing summonses. He has a local judge sign the summons for \$2. A server costs another \$3. Everything is then added to the bill.

By risking this abrasive approach Bricetti has found that 17 out of every 20 customers so served pay bills that have

dragged on for a number of months.

"One man who owed \$12 for 18 months," says Bricetti, "not only paid his bill on receipt of the summons, but came in next day and bought a refrigerator."

Faced with court actions, customers fear added court costs will jack up the bill—one they'll have to pay in the end. The risk, Bricetti feels, is in losing a customer. "But if they don't pay you've lost them anyway."



4. Install a Service "Czar" To Turn Red Ink into Black

"You can't be lenient with service. You've got to set rules and stick by them."

That's been Victor Franco's conviction about service for many years. Franco took over as virtual service "czar" at Radio Sales Corp., Summit and Milburn, N. J. about three years ago. It was a time when owner Milton Marks admitted losing \$26,000 in service in a single year.

He authorized Franco to take over service and inaugurate a "get tough" policy and put service on a C.O.D. basis. The goal was to make a profit.

Today Radio Sales' 15-man service operation, a \$175,000 a year department, nets eight percent on service.

Now Marks, who for almost 30 years worshipped the "goodwill approach," has capitulated to Franco's hard, impersonal view.

"He's shown me you can't subsidize service," admits Marks.

Franco's service regime is tight-laced. It's also simple: he runs the department with an iron hand.

He insists salesmen separate service from sales; that they stop giving too much away to make the sale. He's not ashamed to ask for money, boosted C.O.D. business from 10 percent in 1956 to 80 percent today. He won't touch white goods until distributor service has expired, then charges \$6 per half hour, \$2.50 each additional half. With TV and hi-fi he gives one labor-free call within 30 days, charges \$4.50 per half hour thereafter. TV bench charges are held to a flat \$16; white goods to about \$25; AC's to about \$20 plus parts and cleaning. He's sold trucks to the men, makes them accept full responsibility for all truck inventory and equipment.



5. Get Desirable Trade-ins by Rebating for Service Done on Them

One idea alone is paying dividends in five important ways for Bill Feek, owner of the Salon of Music, Palm Beach, Fla.

The idea: Allowing, toward new purchases, full credit for service charges on certain sets repaired in the shop, if the

trade is made within 90 days of the service job, and the repair bill is paid.

The dividends:

1. It brings in desirable, dependable trade-ins for fast, top-profit resale, or for use in the firm's lucrative rental business,

where breakdowns can so easily dissolve profits.

2. It creates customer confidence in Salon of Music's repair charges.

3. It helps balance the shop load by maintaining a flow of sets that need little

MORE▶

8 WAYS TO MAKE MORE MONEY ON TV SERVICE CONTINUED

Thank You

for calling us to service your television. The work we have done is fully guaranteed for 90 days.

If you are interested in exchanging your set for something new, let us know within the next 90 days and we will be happy to give you full credit on the repair work—plus—a very substantial trade-in allowance.

Salon of Music

or no work to fit them for resale or rental.

4. Combined with a trade allowance (Blue Book based), it's an excellent sales closer.

5. It ties potential sales to Salon of Music for 90 days.

Post-repair condition and resale potential determine which sets will carry the offer back to their owners. The appraisal, made by the technician who has repaired the set and checked by service boss Jim Holway, is based on cost of repairs, brand, age, screen size and condition of chassis,

with special attention to "trouble-spot" components and picture tube.

The set's service history is also taken into account. On those that qualify, a folder describing the firm's offer is mailed along with the repair bill. When the customer accepts, and the plan is used, credit for repairs is treated as part of the trade allowance.

Salon of Music reports excellent results from the plan, also uses it on obviously resalable hi-fi, tape recorders and even radios that go through the shop.

6. Set Up Independent Service Firm To Cut Costs



Partners Jim Davidson, Sam Bruce and Roy Fowler of Electric Appliance Co., Augusta, Ga., have discovered how a dealer can offer dependable television service while side-stepping the expenses and responsibilities of setting up and running a service department.

Their secret: Farm it to a nearby source over which you can exercise control.

The agreement between Electric Appliance and its service contractor, independent technician Jim Neal, has strong advantages for both. It gives the store the invaluable sales asset of service—at almost no cost.

To Neal goes a rent-free, 30' by 25' room

inside Electric Appliance (this is the home of "Neal's TV & Radio Service"); plus flat-rate remuneration on the following scale for assuming 90-day in-warranty labor responsibility on every new piece sold: black and white TV, \$5; hi-fi, \$5; combinations, \$10; color TV, \$39.50. Customers pay for the policies, and Electric Appliance sells no electronics without them.

Neal furnishes his own equipment, truck and helper; pays his own heating and phone bills (Electric Appliance picks up the tab for electricity.) It's his job to check and maintain the 30-odd sets the firm keeps on live display, and to deliver and set up color receivers. He's expected

to handle warranty calls within a day, but is free to run his own service business.

Neal is on open account with the parts department of Electric Appliance's distributor, and parts are billed directly to him. He's also responsible for returning replaced parts for warranty credit. In reworking trade-ins, Neal submits estimates, then bills Electric Appliance for parts and labor. He's free to sell, gets six percent for complete sales, half that for referrals.

Neal's greatest plum from the arrangement comes in the form of an assured entree to a flourishing post-warranty service business. In addition, his location lets him stay on top of the sales organization.

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Mass display and easy terms are the two essentials to move used TV sets in quantity, says Mort Singer of Schweig-Engel, St. Louis. Sets are stacked one on another and in pyramids in middle of the salesfloor.

SPECIAL REPORT: TV TODAY

An "Installment Plan" Moves 700 Used TV Sets a Year

When Schweig-Engel in St. Louis discovered that trade-ins weren't moving because many prospects didn't have even \$35 cash with which to buy them, the company located a small loan firm which would finance such sales

THE only reasonable means by which an appliance dealer can hope to realize a 30 percent margin on new television sales is to transfer part of the profit responsibility to the set being traded in, according to M. J. Singer, of Schweig-Engel Company, St. Louis, Mo.

Since Singer (whose mid-town St. Louis store is the oldest radio and television dealership in the Missouri metropolis) began acting on this conviction, the store has averaged from 650 to 750 trade-ins per year. Nine out of ten of the trade-ins are being sold on credit, even where they are priced as low as \$25. In turning over so heavy a volume of reconditioned TV's, all of which are sold well above the break-even point, Singer is showing an overall margin which approximates 30 percent on the sale of between 300 and 350 new TV sets per year.

"It's actually a chain reaction," Singer

said. "In order to meet the sort of competition which discount houses and fringe retailers are throwing at us, we've got to sell new television at a price which puts a 30 percent margin out of the picture. If, however, we can pick up a few profit percentage points on the sale of the trade-in, we have an opportunity to reach the desired points. It isn't easy, and whenever we guess wrong on a trade-in, it will take another four or five transactions to make up the loss before we are even again. If we keep the trade-ins turning over swiftly with a fair profit in each cycle, we can keep our new TV sales healthy."

Swamped with Trades

This program goes back two years to a time when Schweig-Engel found itself literally swamped with traded-in sets, which were stacked to the ceiling in a store room. "Our location is only a few

blocks away from a so called minority section," Singer said, "whom we believed would snap up budget price trade-ins at \$29.50 to \$69.00. They didn't move, however, even when we took the long step of attaching a guarantee of sorts on every set." In desperation, Singer went out and began asking questions. He visited homeowners in the low-income residential district to the east and north of the store, inquiring whether they owned a television set, what they are buying, what sort of price they would like to pay for a used television. "For one thing, I found that very few of these families had any kind of television set at all, and that if they bought a used set at any price, it wouldn't be a second set, but the primary set. One upshot of the interviewing we had done was the dropping of the second-set adjective from our advertising altogether."

No Money To Buy TV

The most important fact which Singer's interviews unearthed was that, no matter what the price of the reconditioned television set was going to be, his customers would have to finance it. "Not one person in twenty felt that he could raise

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SPECIALTY NUMBER ONE—AIR CONDITIONING:

Because he is a specialist in air conditioning, Lindy takes time out to work out each installation on paper so customer can see what he's getting—and why. In the process, Lindy lays the groundwork for upgrading the sale.



SPECIALTY NUMBER TWO—TV AND HI-FI:

Rounding out Lindy's volume is a growing business in TV and hi-fi. Reflecting the specialist's approach to business, this set (being demonstrated by salesman E. E. Jackson) and all 48 other models on the floor are hooked up and ready for instant demonstration.

SPECIAL REPORT: TV TODAY

He Specializes in TWO Products

Kansas City dealer Mark Lindy can give you a whole list of reasons why it's profitable for him to concentrate on hi-fi-TV and air conditioning—so profitable, in fact, that he calls himself a "poor little rich appliance dealer"

MARK LINDY refers to himself as Kansas City's "poor-little-rich appliance dealer."

Basis for the sobriquet, he says, is the fact he: (a) operates in simple surroundings in a building which costs him only \$40 monthly rent, (b) features only two major categories of appliances—television—hi-fi and air conditioning, (c) until recently had no promotional program, (d) supervises a one-man sales crew, and (e) has no service shop.

With this austere program, Lindy's does a \$250,000 annual gross business. Last year, in the face of what was generally acknowledged to be the worst weather year in the history of midwestern air conditioning, the company moved 1,000 room air conditioners, a record Lindy promises he'll eclipse next summer by 500 units. He has also sold 200 central air conditioning systems, in the three to 15 ton range, during the past four years, for which customers picked up tabs in the \$1,000 to \$3,500 range.

On top of this Mark Lindy moves an average of 500 television sets during the October-through-December peak period. This year's volume will be enhanced by the addition of high fidelity and stereophonic units to the roster.

Shifting Emphasis

The firm has an up-from-the-bootstraps background. First, from 1948 to 1953, television sets were sold from a warehouse. Then, from 1953 to 1957, the emphasis was on central air conditioning systems.

Then, from 1957 through 1958, the emphasis was put on room air conditioners. Now, with the replacement market for television building up steadily as a result of wear-outs of sets purchased during the 1951-52 peak television years in Kansas City, the dealer is again emphasizing this item.

Though he personally believes he's made good because of his keep-it-simple-low-overhead format, Mark Lindy had a ready-made list of customers at the outset composed of personal contacts gained while selling fluorescent light fixtures to commercial and domestic users. A nucleus of these customers were constantly asking about a good source of television sets. The answer to the questions, Lindy decided, was his own business. Television sales soared to a three-a-day tempo after these friends told their friends.

"I sold sets at somewhere between twenty-five and thirty percent markup," recalls Lindy, "promised and made good on service problems. I learned product features by visiting with distributor personnel and rehearsing all the facts and figures as they prompted me."

Switch to Air Conditioning

After television sales flickered in the Mid-Fifties, the dealer switched to air conditioning with the same tactics. Only now he had a showroom instead of a warehouse setting. Feeling the big potential was in commercial air conditioning, he made connections with the local Carrier distributor, went to their factory

school, received steady leads from this supplier, and did a good job selling restaurants, offices, and stores.

"I based my entire program on the idea of giving the air conditioning prospect the unit he needed for his special facilities," Mark Lindy said. "Using the schooling I got at the factory and the local distributors, I'd sit down with the customer, make a sketch of the layout, and figure out the sheet metal work, controls, air distribution, and the rest of the installation."

With attention now focused on room air conditioners, the dealer still insists—even though the sale may involve only a one-ton unit—on seating the customer and working out a paper analysis of the setting, location of the unit, anticipated load, etc. Using such techniques, which permit the prospect to see everything in black and white, has proved the best upgrading tactic of all.

New Ingredient: Promotions

Though he got along well at the beginning without promotions, Mark Lindy now uses the big advertising play. The program included 28,000 lines this summer on air conditioning alone and the same amount will be utilized for promoting television during the fall.

But the big show-stopper at Lindy's during the 1958 season was an ad featuring a rental service on one-ton air conditioners for a 25¢ daily fee. Lindy assigned twenty-five used models for this purpose, had them all out within a week

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Is a Showroom Like This Too Extravagant?

NO say Phil, Della and Ken Spornitz who have built it in their Rochester, Minn., store, and who say it does these things for them:

1 It practically eliminates the need for home demos because it's a complete answer to the question "How will it look in my living room?"

2 It makes it easy to emphasize the high end. Phil's Fix-All handles only Motorola and that firm's introduction last year of a Drexel-cabineted line fits right into the scheme of things.

3 It's a pleasure to do business in these surroundings. The customers like it and so do the Spornitzes.

But even granting these advantages, how can the Spornitzes' afford a showroom like this on TV's short margins?

Mrs. Spornitz has an answer: "It costs no more to paint the walls the right color than the wrong one."

What she's saying is that the room is deceptive—it's unclutteredness, and carefully chosen tans, browns, off-whites, and the one paneled wall are just good taste, and good taste always look expensive. "And this room helps us keep most of what margin there is. So it's worth it," she adds.

The real expense is in the amount of space consumed. In this one 24 by 58 foot room, the Spornitzes show just fourteen

pieces of TV and hi-fi, and four of these are in the window. On one wall, they show Motorola's whole portable and table radio line. This is not the store's full selection, of course.

Take hi-fi, for example. Most of this, except stereo, is shown in a 14 by 36-foot room that runs back from one end of the main room. Acoustics are OK in there, furnishings about par with the main room.

In cavalier fashion, the Spornitzes relegate middle and low-end TV sets to the downstairs showroom, itself a knotty-pine-paneled gem, as big as the main room. Here the Spornitzes show a selection of both new and used sets. *End*

Versatile but still in good taste, this pegboard wall at one end of showroom enables the store to display entire Motorola radio line and also furnishes the right setting for stereo demonstrations like the one being given in picture above.



**BETTER
HOME**

merchandising

No matter what you're selling, it's the IDEA that counts

CREDIT PLAN: Increases Housewares Sales

Appliance dealers who limit credit buying exclusively to big ticket items are making a serious mistake. That's the opinion of Leland Schmidt of Schmidt Hardware and Appliance Co., Grand Junction, Colo. Schmidt originally had the same blind spot regarding credit sales of items in the \$25 to \$100 bracket. Now he's done something about it.

AN EFFECTIVE SALES BUILDER: Schmidt knew that he could take advantage of revolving credit plans, a variety of small-amount bank financing systems, etc. But these, as he points out, involved so much bookkeeping, credit reference checking, and similar time consuming op-

erations that they were simply too much trouble. So he developed a simple credit contract, consisting of two post-card size sheets. These were designed to be signed by a store representative and the customer, and allowed credit privileges in the \$20 to \$50, and \$50 to \$100 price brackets. The card is simply a straightforward promise to pay within a specific amount of time an obligation in the form of merchandise purchased. The "miniaturized" credit contract is used only when the customer wants to buy a relatively low priced item, and is known to be a worthwhile credit risk. The customer's credit is checked with an indexed book prepared by the local credit association

of which Schmidt's is a charter member.

THE TIME ELEMENT: The payment plan is written to cover periods of 30, 60, 90, 120 days or longer, as desired. Customers pay a credit charge of 50 cents per month for any credit plan up to \$50; \$1 a month for those up to \$100. Most of the credit purchase written up in 1958 and '59 have been of four months' duration, with \$2 to \$4 interest involved. Schmidt has found that the effects on total sales volume in the \$20 to \$50 sales bracket has been phenomenal. Here where turnover was slow in the past it is fast catching up with higher-priced merchandise.

PRICE REDUCTION PLAN: Keeps Trade-Ins Moving

An automatic price-reduction plan keeps used appliances moving steadily for Frank Kirby of Anniston Electric Co., Anniston, Ala. The store's fast turnover of used merchandise indicates the skill with which Kirby's salesmen (all salaried) make use of the strong "buy now" lever the weekly price cuts give them.

PRICE CUTS WEEKLY: When reconditioned white goods hit the floor, they're ticketed in line with the prevailing mar-

ket. But Kirby believes that any used appliance is worth only what a customer will pay for it. So, on Monday morning of the week following the appliances initial appearance price is cut 10 percent. The change is recorded prominently on the price tag. Seldom does a piece stay on the floor more than two weeks before being sold. When one fails to move following several 10 percent cuts, management views it as initial over-pricing. The piece must find its own true market value.

QUALITY RESALES: Kirby's price-reduction plan prompts the firm's appraiser to junk borderline reconditioning risks, keeping resales up to relatively high quality standards. This reduces service incidence and allows Anniston Electric to reacquire a unit with confidence on its offer of 90-day privileges of exchange. Or they will accept the unit with full price application being credited against purchase of a brand new appliance by the buyer.

PROMOTION: Day for the Irish

Chiarelli Bros. of Reading, Pa. have found they can convert St. Patrick's Day from a so-so sales day into one racking up \$9,000 in sales. The firm ingeniously came up with a play on its own name. Its alias for a St. Patrick's Day sale became "Shay O'Reilly otherwise known as Chiarelli Bros." It then embellished the idea.

HOW IT WORKS: To start with Chiarelli Bros. scheduled full-page ads in the Reading Eagle the evening of March 16

and the morning of the 17th. From the theme "This is no blarney" they went on to list the day's values, inviting everyone of legal age for a free cup of Irish coffee, and prizes, like steak knives, folding rulers and balloons. Similar themes were broadcast over stations WHUN, WEEU and WRAW at the rate of 30 per station. In the store salesmen were dressed in green hats and ties. The gifts went to anyone coming into the store who wore green. For every purchase of \$2 or more a six-bottle carrier of Greenspot soda, put

out by a local distributor, was given away.

THE RESULT: The cost of the day's promotion was about \$500. All day long the store was packed, particularly the record department which featured some tremendous buys. The firm stocked up with 40 cases of soda and by 5 o'clock had run out of that prize ammunition. When the day was over the sales registers totaled up \$9,000—a worthwhile sum for any appliance dealer.



The experience of Harry Stratton (mirrored in the chart above) and a study of his sales techniques (described in the story below) provide a clear answer to the question of

How Does

A Promotional Dealer Make Money?

By Howard J. Emerson

It's not hard to be a promotional dealer.

It's not even too hard to be a promotional dealer and build volume.

But it is quite a trick to be a promotional dealer, build a soaring volume, and still maintain a respectable net profit.

But that's exactly what Harry Stratton has done in the past five years with Miller's Home Appliances in San Jose, Calif.

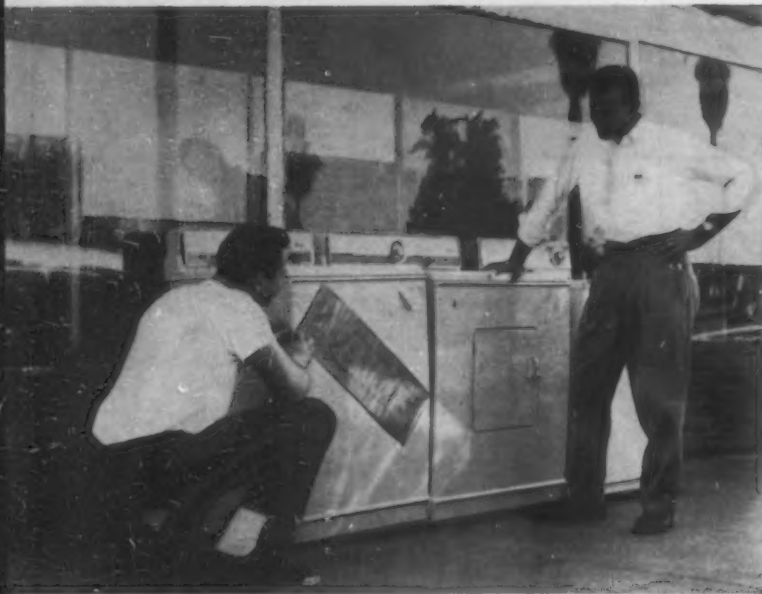
And he's done all this in the face of two sizable

obstacles—a location which is at best only fair, and heavy competition from a variety of other outlets including department stores, discount houses, other promotional dealers and strong independents.

Accomplishing all this takes some doing. Here's how Harry Stratton summarizes his approach to the market—an approach which has enabled *this* promotional dealer to build both volume and profits.

MORE▶

Here is a promotional dealer's 5-point



"We make people think there's always a 'sale' at Miller's, even on the appliance put out front to catch attention of auto traffic."

1. PROMOTE **With a permanent sale** What the public wants, but . . . Only the profit makers

Promote with a permanent sale.

"We have established Miller's Home Appliances as a place where people can always expect to find a bargain," says Harry Stratton. "That is fundamental in any attempt to increase volume in a metropolitan market today. We have a 'sale' going on in our establishment every day of the year."

"Actually we are having a 'sale' because the public has asked for a sale. A couple decides on buying a new washer and they say to each other 'we'll wait for the next sale' or 'where is there a sale?' And, of course, there will be a sale somewhere for that couple to patronize—at least at Sears if the rest of the dealers are taking it easy for a week."

Promote what the public wants.

"You have a choice or two in what you promote during any steady program of keeping a 'sale' alive," Stratton continues. "Your choice depends on your size and whether you want to make a decent profit as well as see your volume increase."

"One choice we've made is to promote what the public would like to have instead of featuring what it would like to pay. To do that, we promote the most popular middle of the line model whenever possible. We might prefer to sell the super deluxe model, and the manufacturer might like us to tie in with his promotion of the low end leader. But we have to be realistic. If we stick to the top of the line we'll scare away too many people who will feel that such a deluxe appliance is out of their price range—or not yet having had contact with our salesmen, they may feel that some of the deluxe features are unnecessary even if they can afford them. If we put all our promotions on leader

models we might get all the traffic we could handle, and we'd have to spend a lot of time trying to sell up people away from an appliance that we had just featured as 'the best buy ever'.

Promote only the profit makers.

"How can we keep increasing volume when we seldom hit the public with the same offering of a low price bargain that it will see in any number of promotions of other dealers? Our answer has been to keep price out of the picture until the prospect is standing in front of the appliance. There are many ways to run a sale and to impress people with the chance to get a bargain without committing yourself to a price that would have to meet the lowest being offered by your competitors."

"We must lose prospects who respond to the prices competitors advertise—but you can't sell everyone. We don't feel we'd have made much if any profit on those sales if the prospects were that conscious of price to begin with. Occasionally we do feature low prices, but usually it is on goods on which we have a good profit even at that price."



"Be big, loud and dramatic enough to be competitive . . . but use your ad money wisely. We concentrate in one medium—the newspaper."

2. ADVERTISE **In one medium** On a steady schedule With copy that concentrates

Advertise in one medium.

"To build a successful promotional business in appliances and TV, the dealer has to get attention—he has to command that attention by being as big and as loud and as dramatic as possible. That seems pretty obvious, but there's a catch, and it's a big one—the dealer has to be big, loud and dramatic without spending too much money."

"Our decision was to get attention and to be competitive in the market place by concentrating our advertising in one medium—and we chose the newspaper. As a result, we have come close to dominating the "Mercury-Herald", as far as appliance advertising is concerned, yet we have held

program for making money (CONTINUED)

our budget for advertising to about 2.5 percent of our gross. We certainly would like to be on radio consistently, we'd like to have a few billboards around the area, even use time on KTVU—but it would mean spreading our advertising money so thin that, while maybe a few more people would see or hear our story, we wouldn't be presenting it loud and often enough in any one place to make much of an impression.

Advertise on a steady schedule.

"The second rule that we have followed is consistency. We'd like the public to open the paper once or twice a week and come face to face with a big advertisement that gives them a good reason to come to Miller's for that washer or refrigerator they're considering. And that points up another reason for consistency when the dealer is trying to build his volume—everyday everyone isn't a prospect, but everyday someone is a prospect. Consistent advertising helps us reach those prospects.

Advertise with copy that concentrates.

"Another policy that has helped our advertising draw business is the type of copy," Stratton points out. "We concentrate on one product in each advertisement, as a rule. We hit that product hard, and we don't say too much. Mentioning one product in an advertisement does limit readership, but it gets more action. We don't say too much in the copy because we want the prospects to come to the store for that information.



"To really capitalize on traffic our advertising creates, we make sure that our salesmen do an old-fashioned, thorough selling job."

3. SELL Under management control Keyed to courtesy, not closing That emphasizes customer needs

Sell under management control.

"When volume is going up very rapidly, one of the most important problems that management faces

is to be a watchdog over how his goods are being sold. The dealer must set up rigid policies for the salesmen—and see that these rules are followed. Otherwise, volume may start coming in a way that will eventually ruin the store—either through a loss of profit on that volume, or by creating such ill will that future volume will be jeopardized.

Key your selling to courtesy, not closing.

"We have insisted that our personnel emphasize 'courtesy' and that they back it up with 'patience'.

"We try to treat everyone who comes in the store the same, even when it is obvious they are 'shopping' and we know they are going to walk. We've found that this attitude pays off—it is surprising how many people come back after shopping. Politeness alone won't sell inferior merchandise or demand unreasonable prices and it won't compensate for poor service—but it is an essential ingredient in a good selling recipe.

Sell by emphasizing customer needs.

"We take our time for another reason," Stratton indicates. "We want to sell what's best for the prospect's needs. That isn't pure altruism. We've recognized the changes in merchandising that have made us go promotional to increase our volume, but we know there haven't been any changes in the way a dealer gets repeat business. And, using this technique, we can sell a higher percentage of prospects at a better price. A salesman here who had the most patience and took the most time with prospects, closed 80 percent of the couples he talked to."

With "satisfaction guaranteed"

4. FOLLOW-UP On product performance On quality of selling

Follow-up by "guaranteeing" satisfaction.

"The expression 'satisfied customer' has been kicked around a lot in our particular industry. And it is not always associated with promotional dealers. But it can be a policy for the promotional dealer, and it will pay off just as it has for us.

"For example, we tell each customer that 'we
Continued on page 97

"We convert one-time buyers into steady customers by making sure they're satisfied. That's why we mail 'Customer Satisfaction' cards."





MAY 1955:

Billingsley surveys house, attempts to sell three room units at once, but settles for installation of first unit which can be "added to" later on.



APRIL 1956:

Referring to cooling survey made a year earlier, Billingsley checks back to see if customer is satisfied, sells him a second unit to cool second "zone" of house



MAY 1957:

Sale is "completed" with installation of third unit and Billingsley makes final call-back to suggest economical operating schedule for the three units.

It took Birmingham, Ala., dealer A. A. Billingsley three years to "complete" this sale but by the end of that time he had sold three air conditioners to a single customer. It's all possible because. . .

He Air Conditions the Whole House With Room Units

By WILLIAM MCGUIRE

Many Birmingham G-E dealers like Billingsley are selling two, three and even four room air conditioners to a customer, thanks to a multiple unit sales approach developed by sales manager Don Cooper of the local G-E Sales and Distribution Department, and his staff. Here's how it works.

Distributor and dealers promote from a "cool-your-entire-home-with-window-units" angle, being careful to qualify any use they make of the phrase "air conditioning," and not to specify the number of units needed.

Leads are worked on a home survey basis. While he's in the house, the dealer makes his move for an immediate multiple unit installation, and tries to wrap it all up then and there.

If rebuffed and forced back to talking single-unit, he begins shooting for a *progressive* multiple sale, to be spread over two or three years—one unit to be installed now; a second next year; perhaps a third the following year—with the goal eventual cooling of the entire home.

How They Do It

Dealers have found that the key to initiating a sale of this type lies in their ability to select the ideal location for the initial window unit, and to sell the customer on letting them put it there. Often, there's a difference between the best spot for the first unit of a series, and for a single cooler only. In launching a progressive installation, air spillage is all-important. "Where," the surveying dealer must ask himself, "should I put this unit to get the greatest cooling distribution out of it, and to tie it in best with those to follow?"

Birmingham's G-E dealers are learning that most of the area's popular one-floor, five or six-room, one-and-a-half-bath ranches fall neatly into three cooling zones: Zone 1; full bath with master bedroom and second bedroom adjoining (unit #1 in the bathroom); Zone 2; kitchen, with dining area and living room adjoining (unit #2 in kitchen or living room); Zone 3; third bedroom, half-bath, possibly

a den (unit #3 where the floor plan of these rooms dictates).

How They Sell It

The G-E dealers have perfected a special sales pitch for their "multiple" installations. Their sales arguments include: **economy of operation** since units can be operated singly; **dependability** since a breakdown affects only one unit; **speed and economy of installation**; and **purchase by easy stages**.

The advantages to dealers like Billingsley are obvious:

- Because he's selling an idea and a plan instead of product alone he can ask for an get a better margin.
- It's easy to step-up prospects to bigger units to achieve maximum air spillage.
- There's a good list of qualified prospects to work on each spring.
- Once the first sale has been made, hot weather isn't a factor and subsequent sales can be timed to balance out the store's air conditioner volume before the real selling season starts. *End*

EXCLUSIVE ICEMAGIC®

...NOW IN
RCA WHIRLPOOL
ELECTRIC
REFRIGERATORS



FI-13TCM



ICEMAGIC...the one and only proven automatic ice maker gives you a big sales advantage!

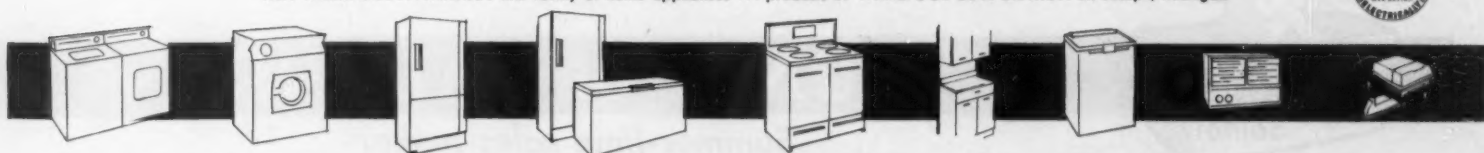
Here's a great new convenience that's really selling refrigerators . . . exclusive Icemagic that makes and stores ice cubes automatically with no trays to fill, spill or pry loose.

However, Icemagic . . . tested and approved in years of actual field use . . . is just *one* of the exclusive features you have to offer in an RCA WHIRLPOOL. There's the Million-Magnet* door that seals *all-around* to "lock" cold in, "lock" heat out . . . Jet-Cold Shelf* that chills food and beverages faster . . . Activated-Cold System that sweeps crisp, properly-chilled air over every square inch to keep food tasting "country fresh" longer . . . deep, door shelves that hold half-gallon milk containers and tall bottles . . . bushel-size crispers and a roomy meat chest. Yes, in every respect an RCA WHIRLPOOL refrigerator gives you *more to tell, more to sell*. Call your RCA WHIRLPOOL distributor today!

*Tmks.

RCA Whirlpool REFRIGERATOR-FREEZERS

RCA WHIRLPOOL . . . America's first family of home appliances . . . products of WHIRLPOOL CORPORATION St. Joseph, Michigan



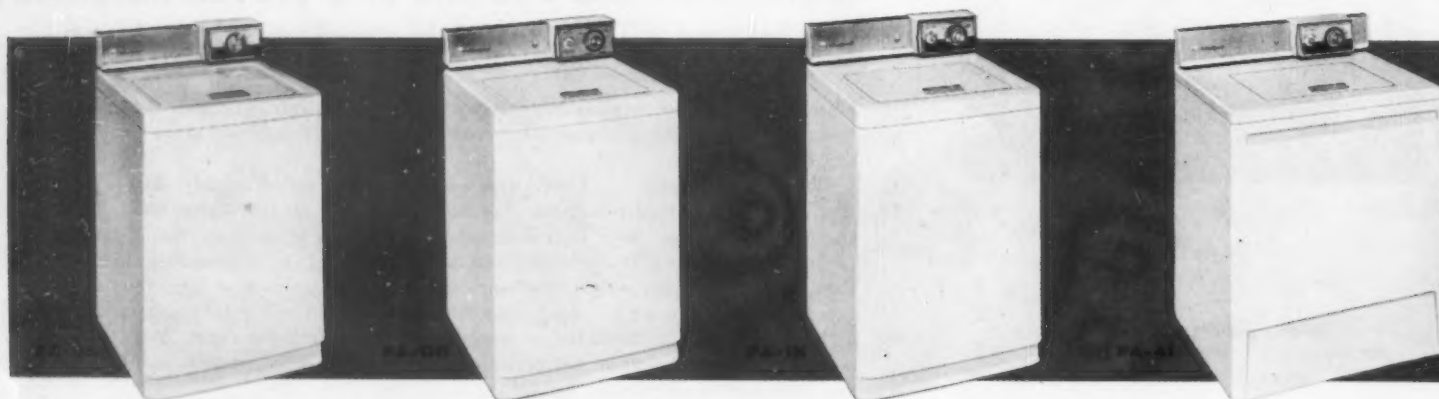
Automatic Washers & Dryers • Washer-Dryer Combination • Refrigerators • Freezers • Ranges • Kitchen Cabinets, Built-ins & Sinks • Dishwashers & Disposers • Room Air Conditioners • Vacuum Cleaners

Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks ® and RCA authorized by trademark owner Radio Corporation of America



NEW RCA WHIRLPOOL WASHERS GIVE YOU



Only 24" wide, yet washes a big, 9-lb. load automatically.

All-new 24" washer with 2 speeds, 2 cycles and Lint Filter.

A 24" washer with 2 cycles, Lint Filter, 5 wash-rinse temps.

Here's the lowest priced 10-lb. washer with quality features.



PICNIC of VALUES

Summer-time sales-maker

Get the full story from your RCA WHIRLPOOL distributor!

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America



Whirlpool

AUTOMATIC WASHER IS

self-setting!

No gadgets! No gimmicks! When a woman sees that all she has to do is press one button to establish the correct washing cycle for any fabric from husky duds to delicate sheers to wash 'n wears, *she's sold!* And, talk about flexibility . . . she can select the correct washing procedure from 10 cycles.

But that's not all! Show her the built-in Lint Filter . . . money-savings Suds-Miser® . . . automatic Rinse Conditioner Dispenser . . . giant 10-lb. capacity . . . then let her have a choice of decorator colors . . . and she'll buy!

Get back to profitable selling with an RCA WHIRLPOOL . . . the automatic washer that gives you more to tell . . . more to sell. See your distributor today!

THE GREATEST STEP-UP STORY EVER TOLD!



Lint-free, 2-cycle washing at a low budget-wise price.



Here's today's big value in 2-speed, 2-cycle washing.

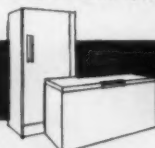
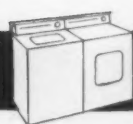


Then, there's a 2-speed, 3-cycle, wrinkle-free washer.



And, a self-setting washer for those who want the best.

RCA WHIRLPOOL . . . America's first family of home appliances . . . products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Automatic Washers & Dryers • Washer-Dryer Combination • Refrigerators • Freezers • Ranges • Kitchen Cabinets, Built-ins & Sinks • Dishwashers & Disposers • Room Air Conditioners • Vacuum Cleaners

Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!

NO GAS REFRIGERATOR SAYS VALUE FASTER THAN AN...

Whirlpool WITH AUTOMATIC ICE MAKER



EGM-11T

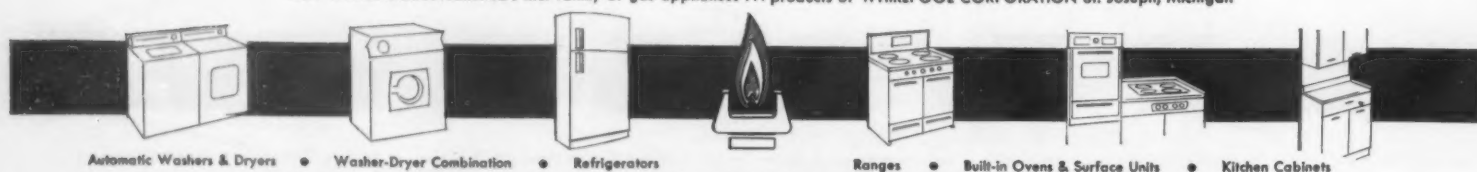


Surveys show your prospects want the convenience of exclusive ICEMAGIC® that makes and stores ice cubes automatically! Now, there's always plenty of ice ready for instant use, equal to 10 big trays-full, and without the muss and bother of filling and spilling trays. ICEMAGIC replaces every cube used . . . it even "dries" cubes before they drop into the handy storage bin, to help prevent them from sticking together. And, most important to you, ICEMAGIC has been tested and proved for over six years. The service is nil . . . but not the profit! It makes "money" in addition to ice!

Plus... quiet, vibration-free operation...10-year guarantee... constant cold, no on-off fluctuations...glide-out shelves... tilt-out door compartments and more!

Call your RCA WHIRLPOOL distributor for the complete profitable story!

RCA WHIRLPOOL... America's first family of gas appliances... products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Automatic Washers & Dryers

Washer-Dryer Combination

Refrigerators

Ranges

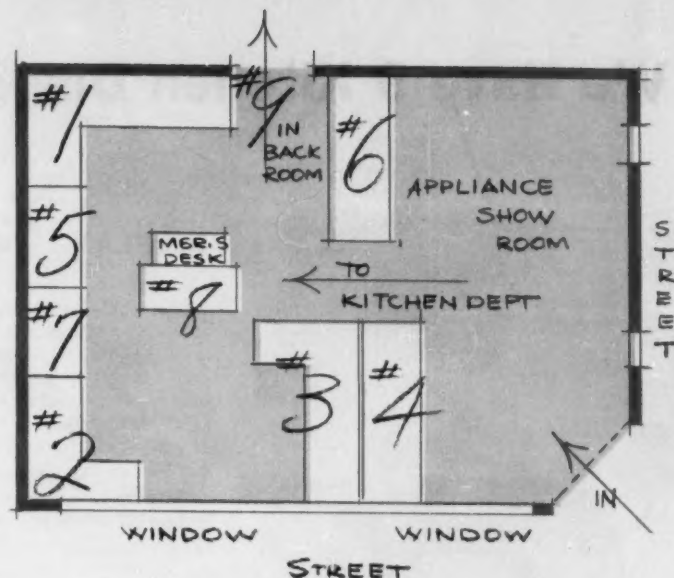
Built-in Ovens & Surface Units

Kitchen Cabinets

Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks ® and RCA authorized by trademark owner Radio Corporation of America

"We Have Nine Display Kitchens ... and We Need Every One of Them"



That's appliance dealer Dick Silva talking, and in this **ELECTRICAL MERCHANDISING** photostory Silva and his kitchen manager Dick Scanlan show you exactly how and why they need nine kitchens.

"Our nine kitchen displays give us the flexibility which can be the most effective selling tool the kitchen-appliance dealer can have," says Dick Silva, partner in Gordon & Silva, San Jose, Calif.

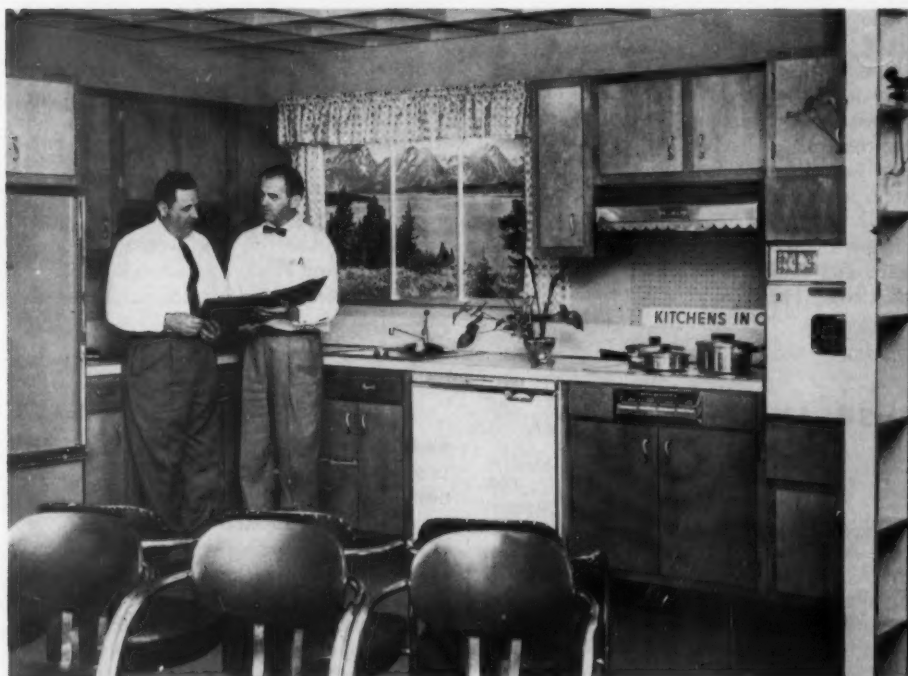
"Roy Gordon and I believe in the necessity of this flexibility to the extent that we have invested about \$20,000 in these displays. Dick Scanlan, our kitchen sales manager, is proving his confidence in the need for these displays by producing kitchen remodeling business that should run close to \$125,000 this year. And that

is by no means the full return from our investment in these kitchen displays—we are finding that the flexibility they offer is very valuable, and is used regularly by our appliance salesmen to close sales for free-standing appliances.

"Long ago we learned that with a limited display we were losing sales for at least two reasons—we were losing prospects who couldn't visualize variations of our model kitchen in terms of what they wanted in their homes, and we couldn't close others who felt that looking at

one kitchen display wasn't enough so they would go to other dealers to get variety. We learned, too, that a limited display without flexibility—usually a large and fancy kitchen using top of the line models—inhibits prospects who want only part of a new kitchen," Silva points out.

"I believe we have come close to solving those early problems with the flexibility Dick Scanlan has built into the design of our present kitchen department. Let him take you around and tell you how this flexibility pays off in sales."



DISPLAY #1

IXL maple cabinets in fruitwood finish; Carlton-ware rimless sink with Moen single-control faucet; Nutone deluxe stainless steel fan hood; G-E appliances—FA60S Disposall, SU80S dishwasher in yellow, J850S surface unit in stainless steel with front controls, BH-13S refrigerator in yellow, Textolite counter.

"This is our key display—our 'pivot'—our starting point—the 'mood setter' that tells prospects 'this is a modern kitchen'. We picked fruitwood for the finish because it is traditional and while not everyone wants it, no one feels uncomfortable in this setting

"We don't expect anyone to order a duplicate of this L-shape model with these exact cabinets and appliances—but for everyone that comes in this makes a starting point. That's why we keep in this kitchen the book of kitchen ideas which Dick Silva and I are looking at—it can be handed to any prospect to start them adapting what they see to their needs."

MORE▶

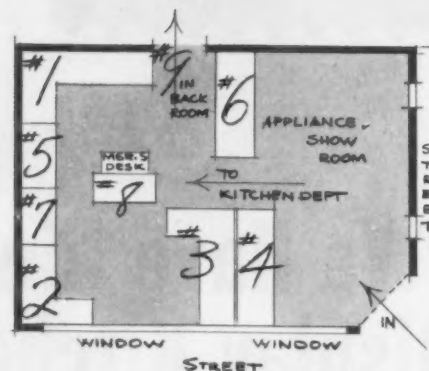
We Have 9 Kitchen Displays

CONTINUED

DISPLAY #2

Custom built white birch cabinets; turquoise green with spun gold Textolite counter and wall; Sunbeam automatic control panel; Nutone FM-AM radio-intercom; Nutone built-in mixer; Nutone satintone oven hood; antique finish Vent-A-Hood; Char-Glo Starcastle SC-24 gas broiler; G-E J-782-S bi-level ovens.

"We can take the prospect over here for maybe just one point—to show how the bi-level oven will look in a kitchen-arrangement. Or we can come over to show the white birch if she wants a more modern kitchen. We can come here to show she can have the small appliance control center in her kitchen, and she can see how it will look. Here is where we show her that she can use satintone finishes, or add an oven hood to any built in model she chooses. We use this area to sell up prospects for big kitchens to a built-in intercom-radio, a built-in mixer or barbequer."



DISPLAY #3

Mutschler fruitwood cabinets; Pomona ceramic tile; Nutone antique copper oven hood and stainless steel fan hood; G-E appliances, J556R surface unit in stainless steel, J750S oven in woodtone brown, JG2 automatic gridle.

"Here we can show the prospect how ceramic tile will look in her kitchen—and I have this box of samples to show the variety. Here, for example, if the prospect liked the oven in the first kitchen, we can show her how it would look in woodtone brown. If she liked that surface unit, but is tall, we would come here to show that the controls can be on the counter. We show her here the combination of stainless steel with wood cabinets. And of course, this is where we show her that there is a choice of wood cabinets brands and a wide and varied selection of features in a particular brand."



DISPLAY #4

Custom ash cabinets; Textolite counter and wall; Nutone copper fan hood with copper backsplash; G-E woodtone brown sink; FC20 Disposall; J304 thirty-inch range in brown; BH12S refrigerator in yellow.

"While this display, which faces both the street traffic and the major appliance floor, is not in the kitchen room—it is definitely part of the flexible display idea. It is located outside, facing both majors



DISPLAY #5

Left alcove: pink G-E metal cabinets with white J302S range. Right alcove: pink metal cabinets with brown WA950S washer and brown DA920S dryer.

"Even these supplementary displays have a place in the flexibility of our kitchen selling. In both alcoves we have a demonstration center for metal cabinets. We can show how they look in color and show how they blend with either white or colored appliances. In the left alcove we show again how well a 30-in. range can be used in a built-in design when space is a major problem—that alcove is only 54-in. wide. We can show prospects that if they have a new white range, or don't want to buy a built-in, they can use colored metal cabinets to get a modern kitchen arrangement. In that right alcove, we show another color combination, pink and brown. And for any prospect we can come here and show how a modern laundry center can be had in 55-in. of space."

and the heaviest street traffic, because it is our promotional kitchen. It is easily accessible to people who respond to our advertising, and it stands there where it can get the attention of refrigerator or range prospects without scaring them to death with the price. We feature this at \$1450 complete as shown—\$7.50 a week. Our appliance salesman use this area to show how colored appliances will look and how colors can be blended."

DISPLAY #6

Woodtone brown metal cabinets with canary yellow cabinette; yellow Textolite surface; G-E WA953 washer and DA923 dryer; (space permits washer to be replaced with 30-in. range, dryer with refrigerator, work surface with sink).

"This is another small display with several purposes. Of course, appliance salesmen use it frequently in selling washers and dryers—often picking up an order for one or more cabinets. In our kitchen selling we come here as another spot to demonstrate metal cabinets, also to show the prospect how she can combine canary yellow and woodtone brown and to show how effectively wallpaper can blend with one or more colors in cabinets and appliances.

"We use this display to sell up some of the bigger kitchen remodeling jobs to include remodeling the service porch with colors that blend with the new kitchen."



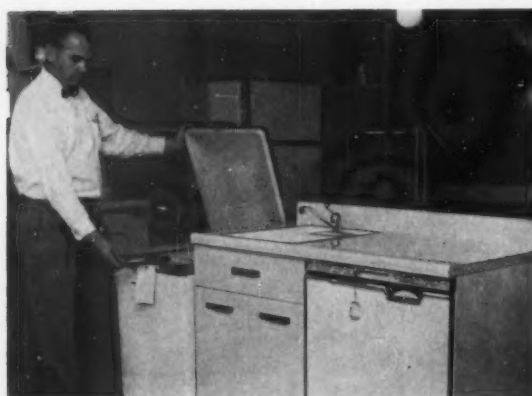
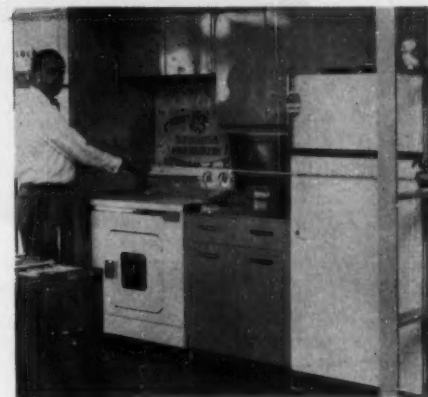
DISPLAY #7

Turquoise green metal cabinets; white G-E WA860S washer-dryer combination, and HU13 freezer. (Display can be altered to take 30-in. range and refrigerator with sink between.)

"Here we show flexibility within the display and we can use the ideas in combination with other kitchen displays. It is an effective place to show the prospect who has one or more relatively new white appliances that she can remodel, using color

in the cabinets to get beauty and modern design. Here we show any kitchen prospect how effectively a freezer can fit into a kitchen plan and retain the built-in look.

"Like display #7, of course, it has a purpose of its own—to be used by the appliance salesmen to show how little space a combination takes and how well it will fit into either a service porch or a kitchen, and by the kitchen department to try for sales of service area remodeling."



DISPLAY #8

Promotional sink-dishwasher package produced by GEA, Burlingame, Calif., as modern replacement for 10-yr. old or more G-E "electric sinks". 48-in. wide to slip in place of old metal unit. Textolite formacove top, white porcelain sink with Delta single lever faucet, SU60S or SU70S dishwasher—Disposall optional. Left, Mobile Maid.

"This set up does more than shield my work table. Many of the people who have the old dishwasher-sink don't want to remodel, they just want to replace—and

this does it well at a very reasonable cost. With the SU60S dishwasher we sell it at \$399.95, with the 4-cycle SU70S we get \$449.95. We use the display also as a starter for the prospects who want a remodeled kitchen but can't afford it right now. Instead of letting them walk, we push this package.

"Of course, it is a natural place to sell up prospects who come in to see this portable."

DISPLAY #9

O'Keefe & Merritt Starline built in gas range in display cabinet. Rear, wall-type G-E refrigerator.

"This is one of several individual displays which add to the versatility of our kitchen selling. We have prospects who like everything in our kitchen displays except that they do not want to convert to electricity for cooking—this is cheap natural gas country and it is used for practically all house heating and water

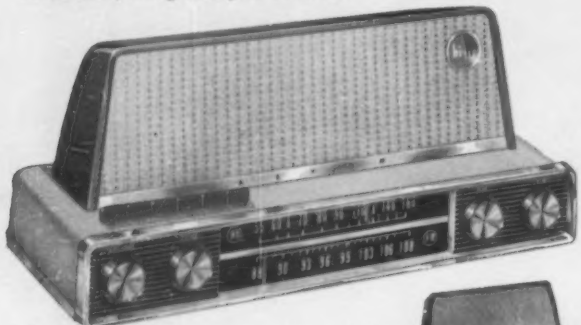
heating. So, in the area where we display free-standing gas ranges we have this deluxe built-in. It serves us in the kitchen department and it helps the appliance salesmen sell up some gas range customers to a built-in. In addition to the kitchens I've shown, we have one in a secluded area which has all the free standing appliances including a cabinet-sink-dishwasher working. Our salesmen use it to demonstrate free standing appliances."

End



Arvin Radios

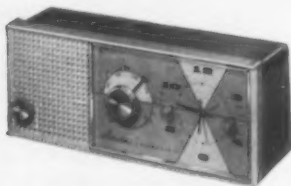
Here's the style-and-engineering leader acclaimed by dealers and the industry—Arvin's table model AM/FM Stereo Receiver with distinctive design, nine tubes, two speakers, and push-button control for AM, FM, FM TUNER, STEREO, PHONO. Model 3586, selling steadily at **\$100.00***



Matching four-tube dual-speaker Amplifier-Speaker completes this stereo twosome. Model 1586, **\$49.95***



This is Arvin's new seven-transistor three-band "International" the world's most powerful and handsomely compact portable for short wave, long wave, standard broadcast reception! Lever-type selector switch, whip antenna, push-pull, RF amplifier, battery-saver switch that increases power 10 times. Model 9598, a profit-leader at **\$100.00***



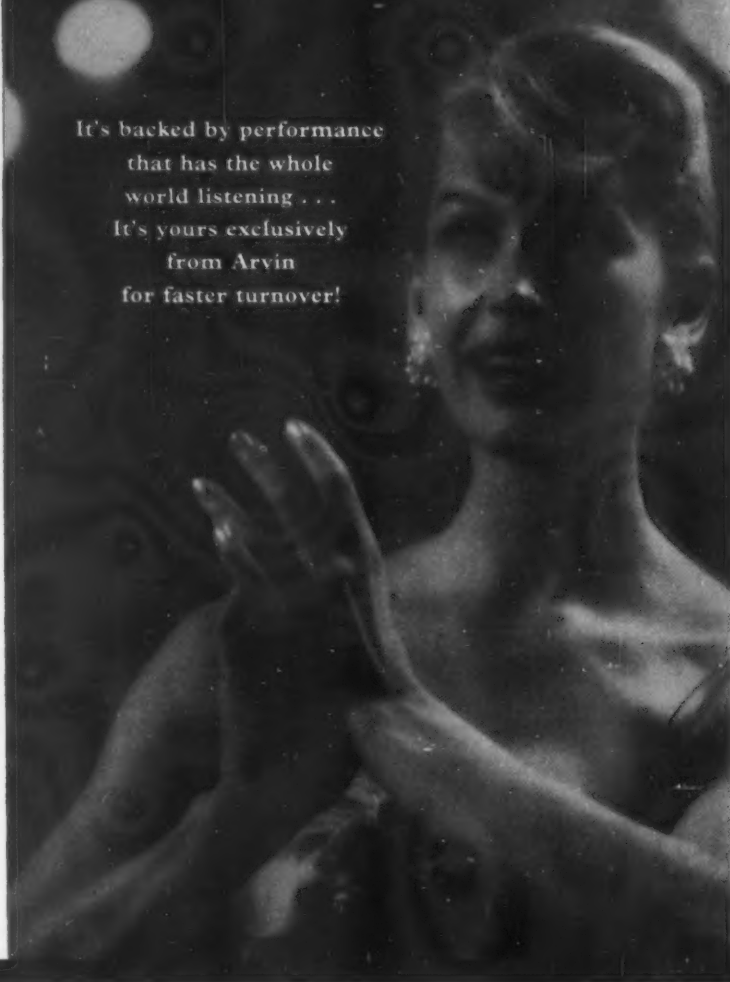
A new concept in styling enhances the sales appeal of this full-feature, five tube clock-radio! Automatic "on," alarm set, slumber switch, 1100-watt appliance outlet. Model 5594, **\$34.95***



Arvin's camera-size all-transistor portable sells on sight—and sound! Seven transistors, two diodes, big 3" high quality speaker. Model 9595, **\$39.95***

Honestly, have you ever seen such take-me-home styling?

It's backed by performance that has the whole world listening . . . It's yours exclusively from Arvin for faster turnover!

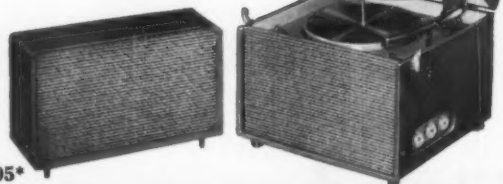


Arvin is first to help you sell the new idea of smaller stereo records with the first 45 RPM stereo portable phonograph, complete with storage compartment! Matched speakers play through the unit's hinges! Or separated, with connecting cable, for true stereo sound. Also play 16 1/2" monaural records. Model 8092 complete, only **\$69.95***



Arvin Phonographs

Rich, gold-toned accents highlight this four-speed automatic Arvin portable phono, with matching stereo speaker optional. Performance? Recording artists seem real as life! Model 8093, at **\$79.95***



Auxiliary Speaker. Model 1093, **\$14.95***

NATIONALLY ADVERTISED IN LEADING MAGAZINES!



Big, colorful ads pre-sell your customers on Arvin's complete lines of portable, table, stereo and hi-fi radios and phonographs. Get all the facts from your Arvin distributor today!

*Prices slightly higher in far West and South



RADIOS AND PHONOGRAPHS

Arvin also manufactures Portable Electric Heaters, Electric Fans, Electric Heating, Ironing Tables, Leisure Furniture, Barbecue Grills, Car Heaters and Car Mufflers.

ARVIN INDUSTRIES, INC. • Columbus, Ind.
Electronics & Appliances Division

MILLIONS OF FAMILIES ENJOY ARVIN PRODUCTS

8 WAYS TO MAKE MONEY

STORY STARTS ON PAGE 64

7. Cut Credit Costs With Prizes

A "cash collection" contest for servicemen has improved service profits by cutting credit calls for Hopkins-Smith, Fort Lauderdale, Fla.

The weekly contest offers \$18 in prizes for the three outside technicians who show the best ratio of collections to calls for the week.

Standings are figured in percentages by dividing the total number of calls made by each

man into the number for which he collected. To qualify for the contest, men must make at least 11 calls in a week. Calls on which the customer's credit has been okayed before dispatch aren't figured in the serviceman's score.

What has the prize money plan done to Hopkins-Smith's collections rate? Three weeks after it went into effect, cash calls leaped from 55 to approximately 85 percent of the total.

8. Back Up Central Service

Tom Fischer of Fischer's, East Northport, Long Island has cut his service staff to one man without losing customer goodwill.

He does it with a "floatman," a specialist who is thoroughly grounded in electronics and white goods service. This man is an accepted item on the payroll, like any girl in the office. He plugs the gaps which manufacturer service and contracted service on the outside cannot fill.

Fischer calls his policy a "goodwill approach using calculated overhead."

Guts of the policy is "the spell out" of warranties and guaranties at the time of sale. On electronics items like TV, the 90-day parts and labor guaranty is assumed by this dealer. His "floatman" takes care of everything in this period, free of charge. Even if a customer calls after four months and complains, Fischer will send a man.

"And we don't want the customer to pay," he says. "Our man is part of the overhead and we can absorb these courtesy calls. They create goodwill. But we inform the customer the set is now out of guaranty."

With factory service on white goods, Fischer will carefully check the history, send his man, take back the item if necessary. Then he fights with the supplier.

This way he bends over backward for the customer.

Meanwhile he has cut his total service payroll to one. He has cut down pilferage, phone and bookkeeping aggravation. And he has eliminated a \$3000 to \$5000 charge-off of accounts customers felt justified in not paying.

"I'm now doing more business with less payroll," says Fischer. "And the customer is not neglected." *End*



ATTENTION!

You are now entering a new era of total controls integration... the era of

CC SYSTEMS

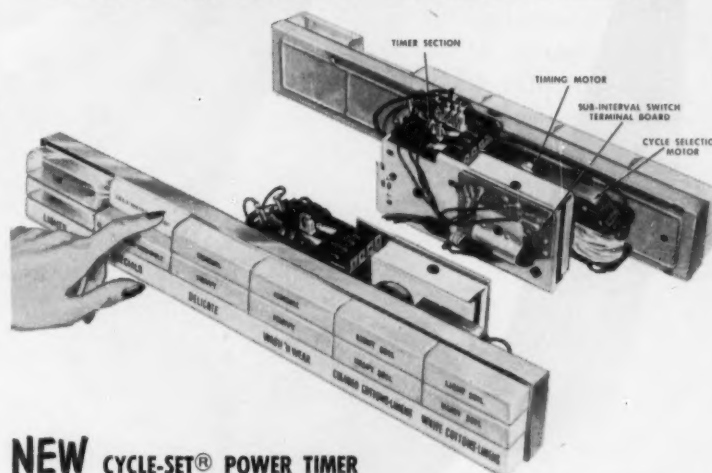
Not only components — but complete, product-integrated control systems — that's the new total approach of Controls Company of America. Purpose: to give prod-

ucts the extra-ordinary benefits of CC's standout research and development staff — to create greater product efficiencies... greater product demand.

Shown here are the first two steps

in the vanguard of CC's Control Systems Approach. Write

for all the facts... see what this approach can mean to you.



NEW CYCLE-SET® POWER TIMER

... the only system versatile enough in design to meet every competitive merchandising and marketing need. Used by leading manufacturers of home laundry equipment who plan expanded use in 1960. It's the only control available that automatically

sets up the right operating cycle for all washing or drying conditions. Just a push of a button establishes wash-cycle time, wash-rinse temperature, spin-agitation speed. Completely flexible in application. Completely dependable in operation.

NEW AUTOMATIC DIRECT-SPARK GAS IGNITION SYSTEM

... eliminates the No. 1 gas-dryer service problem: the trouble-making combination of glow coil and pilot. This new, totally automatic, self-contained system provides ignition by means of an intense electric spark applied directly to the main burner of the gas dryer. Easy to install, the system has been extensively tested. It is proved and ready to deliver safe, sure-fire gas dryer ignition... every time.



Creative Controls for Industry

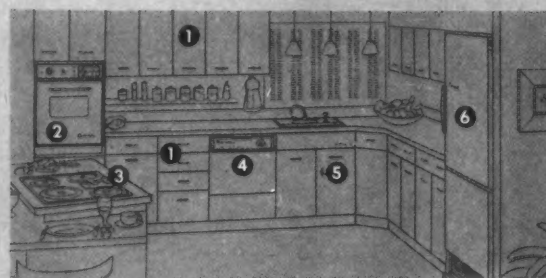
CONTROLS COMPANY OF AMERICA

9601 Soreng Avenue • SCHILLER PARK, ILL.
COOKSVILLE, Ontario • Postfach 313, ZUG, Switzerland

kitchen planning



Everything for modern kitchens with



(1) Select-A-Door* wall and base cabinets (2) Built-in gas or electric ovens (3) Built-in gas or electric cooking tops (4) Dishwashers (5) Disposers (6) Gas or electric refrigerator-freezers . . . plus automatic washers, gas or electric dryers, gas or electric washer-dryers, air conditioners, combination range-sink tops.

*Tmk.

**BEST NEWS EVER FOR ESTABLISHED
AND NEW KITCHEN DEALERS...**

is now done for you!

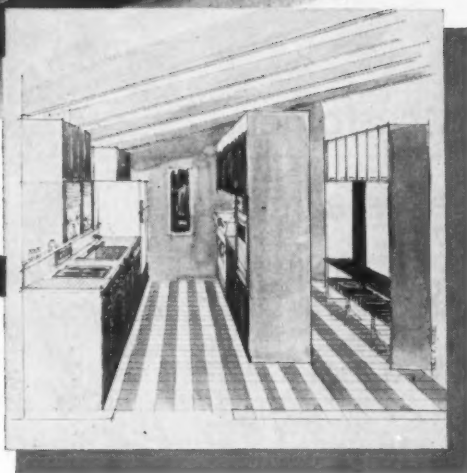
"Living For Young
Homemakers" magazine
kitchen experts will plan
the RCA WHIRLPOOL
kitchens you sell!



Here's the most profitable plan in kitchen selling today! You benefit two ways: **FIRST** — all your present kitchen-planning problems are eliminated, no more fuss or bother; thus, you get more time for selling, and you'll make more sales. **SECOND** — you get the finest kitchen-sales tool ever . . . a kitchen custom-designed especially for each of your prospects by the creative staff of **LIVING FOR YOUNG HOMEMAKERS** magazine. They will be beautiful kitchens that make selling easier, with all appliances and cabinets perfectly coordinated in color and design. And, they will offer the automatic features most wanted by most women. See your RCA WHIRLPOOL distributor or mail coupon for complete details.

Here's a sample of what your prospects get!

Complete visualization of an individually-planned kitchen which includes: (1) a beautiful perspective rendering of the kitchen in either full color or black and white; (2) a detailed floor plan and elevations; (3) a complete bill of material for the equipment.



one brand name  **Whirlpool**

It's the best brand for you because only RCA WHIRLPOOL appliances provide a complete selection of built-in and free-standing models in both gas and electric . . . plus every type of cabinet in wood and steel or all steel to make modern kitchens complete. Each cabinet and appliance is engineered for simple, fast, economical installation. All are available from one source that's ready and willing to give you expert planning and merchandising assistance plus fast delivery. And, most important, each product carries one brand name that's nationally known for dependable service . . . RCA WHIRLPOOL!

RCA WHIRLPOOL . . . America's first family of home appliances
Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

Mail coupon for complete details!

Kitchen Sales Division
Whirlpool Corporation, St. Joseph, Michigan
Please send me complete information on the new
RCA WHIRLPOOL kitchens and appliances.

Name _____ Title _____
Firm Name _____
Firm Address _____
City _____ Zone _____ State _____

EM-8

For the package deal at a package price...it's RCA WHIRLPOOL!

IS THIS YOUR PHILOSOPHY ABOUT THE MOWER BUSINESS?

“The Customer is always wrong”



When a customer
purchases a mower
from you he has a
right to expect certain
guarantees of
performance and
service

Dealer attitude toward his customers after the sale can make or break a business. And manufacturers of gasoline powered equipment and gasoline engines can help make the dealer-customer relationship a long and satisfying one.

This is one of the main reasons for our Clinton Testing Program. We ask manufacturers ordering Clinton Engines to let us test their equipment at our test facilities in Florida, Michigan and Iowa. These three different areas of the country give us an excellent cross section of the operating conditions the equipment will face in normal use.

Testing the equipment a Clinton will power enables us to match engine performance to the equipment. Testing uncovers many potential service difficulties before they can happen in the field. This helps build a good relationship between the manufacturer, the dealer and the customer.

The customer is never wrong when he expects full value, performance and service to match the price he has paid for his equipment. That's why you won't find the same Clinton Engine on an inexpensive piece of gasoline powered equipment and on a premium priced one, too. Clinton developed the only shell cast lightweight 4-cycle engine in the industry to meet the crying need for extra engine quality for the medium and premium priced gasoline powered equipment. The Clinton Clint-alloy is exclusively reserved for manufacturers who want the best engine for their better equipment.

Don Thomas
President



C L I N T O N E N G I N E S C O R P O R A T I O N

Dept. F-3, Maquoketa, Iowa

WORLD'S LARGEST MANUFACTURERS OF THE MOST COMPLETE LINE OF AIR-COOLED GASOLINE ENGINES

TOASTMASTER

To build a more profitable future **Sell up to**
with electric housewares...

Stainless Steel
Fused Forever
To
Aluminum!



**"Easy-Cleaning" Inseparable
Stainless Steel Automatic Fry Pan**
Stainless steel fused forever to aluminum! Completely inseparable. "32-X" element. Model 823, \$28.95*. In "Permanent-Mold" aluminum Model 821, \$14.95*. Removable steel chord, \$1.50*. Cover, \$4.95*.



**Automatic
Aluminum Fry Pan**
Built-in precision temperature control. Cooling guide. Inseparable to insignia. Two sizes: 11" Model 8A2, \$18.95*, 12" Model 8B1, \$24.95*. Covers, \$3.95* and \$4.50*.



**"Easy-Iron"
Steam & Dry Iron**
Gives homemakers features requested in consumer survey. Two irons in one. Switch from steam to dry. Extra-large reservoir. Model 4B2, \$17.95*.



**"Featherweight"
Automatic Iron**
Only 2 lbs. 1 oz.—yet it does family-size ironing easier, faster. Perfect balance. Model 4A4, \$11.95*.



"Golden-Slice" Automatic 2-Slice Toaster
Most popular toaster in the country! Fully automatic—just drop bread in and press handle down. Toast is perfect *every time!* Smart styling. Rich black and gold trim. Model 1B24, \$21.00*.

* ALL THESE TOP-SELLING
FEATURES ARE ON EVERY
TOASTMASTER TOASTER!



Compact Automatic 2-Slice Toaster
Full-size performance in 40% less space! Gleaming chrome. Cool brown Bakelite handles. Model 1B21, \$17.95*.

**NOW—AS ALWAYS—AMERICA'S
FAVORITE TOASTERS!**

Unequalled performance—unmatched acceptance
—wider selection

quality...not down to price!

Here's how TOASTMASTER helps you do it!



* **QUALITY** . . . A Toastmaster tradition for over 30 years. Toastmaster Homewares are *made* better . . . they're worth more . . . you can sell them for more! And they *stay* sold! You cut complaints and profit-robbing repairs when you sell Toastmaster Homewares!

* **CONSUMER ACCEPTANCE** . . . Nationally-advertised Toastmaster Homewares will be pre-sold again in '59 in the leading consumer magazines, as they have been for over 30 years. This advertising, plus millions of satisfied users, creates the tremendous consumer acceptance that makes it easier to sell Toastmaster Homewares!

* **LOCAL CO-OP ADVERTISING** . . . A controlled plan to help you bring pre-sold Toastmaster customers to your store. See your Toastmaster distributor for details.

* **PROMOTIONS** . . . There's a Toastmaster promotion designed to help you build your sales during every major selling season! As an active dealer you qualify for free merchandising kits, tie-in ads, displays.

Send for Your FREE

"VALUE DAYS PROMOTIONAL KIT"!



Here's a promotion you can put to work *Right Away!* The "Value Days Store Promotional Kit" has everything you need to stage a traffic and volume-building "VALUE-DAYS" event—big, colorful banners for windows, walls, wires and counters; VALUE DAYS price cards for point-of-purchase display.

It's yours FREE for the asking. Contact your distributor, or tear out this part of the ad and mail to: Advertising Department, TOASTMASTER DIVISION, McGraw-Edison Co., Elgin, Ill.



Exclusive Superflex Timer, for perfect toast—toasts fast when cold, faster when hot!

Exclusive Toast Control Dial for *exact* shade you prefer—light, dark or in between!

Push-button crumb tray at bottom is hinged for easy-cleaning convenience!



"Golden-Slice" Powermatic 2-Slice Toaster

The exciting way to make toast! Lowers the bread, toasts it fast, serves it up high!

Model 1B16, \$29.95*.

"Golden-Slice Triplette" Powermatic Toaster

The Family toaster—toasts 3 slices at once! Famous Toastmaster Powermatic action.

Model 1C4, \$34.95*.



"Golden-Slice Triplette" Automatic Toaster

Toasts 1, 2 or 3 slices at one time! All the features of the automatic toaster line.

Model 1C5, \$29.95*.

TOASTMASTER®

First in Electric Homewares

"TOASTMASTER" is a registered trademark of McGraw-Edison Company, Elgin, Ill., and Oakville, Ont. © 1959



TOASTMASTER DIVISION
McGraw-Edison Company



*Prices shown are suggested retail prices.

NOW IS THE TIME FOR


SOUND LEADERSHIP

IN THE STEREOPHONIC-HIGH-FIDELITY INDUSTRY

Out of the welter of news and developments in the phonograph industry during the past year emerges one clear-cut need . . . authoritative leadership to provide conviction and direction for developing the full sales potential of high-fidelity stereophonic sound in home entertainment.

From the earliest days of recorded sound, leadership has come from Columbia. Columbia opened up the industry (in 1888) with the first real phonograph—an invention that played flat disks instead of cylinders, making it possible to press copies from master recordings.

Since then, Columbia's ever-expanding engineering and research have pioneered the major advances in sound reproduction with a continuing series of *firsts*:

- ... the first two-sided record
- ... the first electrical recording technique
- ... the first recording of a full symphony
- ... the first  record—the invention that made high fidelity possible
- ... the first packaged high fidelity—the famous "360" phonograph
- ... the unsurpassed CD (Constant Displacement) cartridge
- ... the first guaranteed Stereo-fidelity records

Now about Stereo. Columbia recognizes Stereo as no mere fad but an authentic development in the field of sound engineering and home entertainment. And CBS Electronics has developed an advanced Stereo high-fidelity system that moves home entertainment a full decade ahead. It has been named Stereo **1** . . . because it is, indeed, Number One in the Wonderful World of Sound.

Stereo 1 is something to hear.

And something to rely on in 1960

For this CBS engineering achievement coupled with the most magnificently designed cabinets in Columbia history will be supported by a dynamic new marketing program. Stereo **1** by Columbia is the new sound of pleasure . . . and we believe that it can be the new sound of profits for you.

Columbia Phonographs

CBS Electronics, 405 Park Ave., New York 22
A division of Columbia Broadcasting System, Inc.

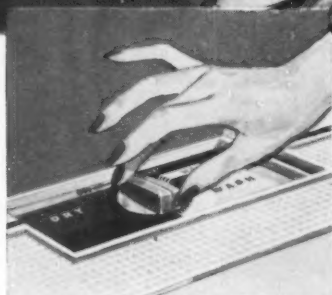
Contact your Columbia Distributor for prices and full details on the new profit picture for you in Stereo **1**. He'll be glad to supply facts and figures . . . and arrange a demonstration.



NUMBER ONE IN THE WONDERFUL WORLD OF SOUND!

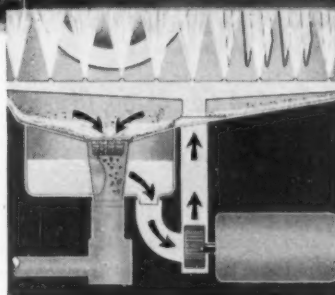
more capacity

THAN ANY OTHER PORTABLE DISHWASHER!



Exclusive 2 cycles, PLUS

There's a NORMAL cycle that will pre-rinse, wash *twice*, rinse and dry . . . a SHORT cycle that pre-rinses, washes, rinses and dries . . . *plus* the fabulous new Ready-Rinse* cycle!



Exclusive Cleaner Washing

The exclusive Filter-Stream* system constantly filters all wash and rinse water through the *self-cleaning* filter to remove food particles and end tedious hand scraping or pre-rinsing.

You get more to tell, more to sell in an RCA WHIRLPOOL

Now, you can offer your customers a portable with more features, better washability, easier loading and greater capacity than any other portable dishwasher. In fact, it has larger capacity than many built-ins. It holds 12 NEMA place settings plus 40 additional pieces of silverware.

The exclusive 2-cycle, *self-cleaning* Filter-Stream washing system eliminates tedious hand scraping and pre-rinsing. The Random-Loading racks are easier to load, too. Dishes can be mixed and intermingled in almost any manner for maximum capacity.

When your customers want a truly full-size portable dishwasher, sell them an RCA WHIRLPOOL . . . the only large-capacity portable on the market!

*Tmks.



Whirlpool PORTABLE DISHWASHERS

RCA WHIRLPOOL . . . America's first family of home appliances . . . products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Automatic Washers & Dryers • Washer-Dryer Combination • Refrigerators • Freezers • Ranges • Kitchen Cabinets, Built-ins & Sinks • Dishwashers & Disposers • Room Air Conditioners • Vacuum Cleaners

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America



"Our Yellow Pages advertising helps build our business and reputation!"

says Ronald J. Musson, Vice President, Dauntless Plumbing & Electric Co., Akron, Ohio.

"We find reliability and prestige are particularly important in the electrical appliance business. And our Yellow Pages ads help us in building this reputation.

"These ads keep reminding people that we have been here for 63 years . . . that we service what we sell. Dependability means a lot to people in an industrial area like Akron.

AND IT MEANS MORE BUSINESS FOR US."

The Yellow Pages is a shopping guide for homeowners and can help build an AWHERENESS of your business, your reputation—and the important and profitable items and services you offer. Let the Yellow Pages man help you with a well-planned program. Call him at the Bell telephone business office.

BEFORE YOU BUY . . . ANY APPLIANCE

✓ **CHECK DAUNTLESS**
AUTHORIZED DEALER FOR

- FRIGIDAIRE • WESTINGHOUSE
- ZENITH • ROPER • MAYTAG
- IRONRITE • RUUD WATER HEATERS

BUY AT DAUNTLESS

A COMPLETE SERVICE DEPT.
WITH QUALIFIED PERSONNEL
WE SERVICE WHAT WE SELL

Dauntless
PLUMBING AND ELECTRIC COMPANY
SINCE 1896

2 Locations to Serve You

Blackstone 3-9106
18 E. State Street

Wainut 3-7676
1654 State Rd. Cuy. Falls

DISPLAY ADS (such as this one) work hard for Dauntless the year 'round in the Akron and Kent directories. They result in many phone-in and walk-in sales and service jobs. The Company has ads or listings under 14 separate headings.

FRIGIDAIRE AUTOMATIC WASHERS & DRYERS

Patented 3-ring agitator. Link-a-Way Washing Action automatically removes lint, dirt, suds. Built-in Suds-Water Saver. Shaver Look styling. Frigidaire sells color at the price of white.

"WHERE TO CALL"
"SALES & SERVICE DEALERS"

COLLINS CURT CO
521 W Exchange—JEfron 5-5161

DAUNTLESS PLUMBING & ELEC
CO 18 E State—BLakstn 3-9106
1645 State Cuy Falls—WAlnt 3-7676

DAUNTLESS PLUMBING & ELEC
CO 18 E State—BLakstn 3-9106
1645 State Cuy Falls—WAlnt 3-7676

TRADE-MARK TIE-INS under such brands as Frigidaire and Hoover give Dauntless a big boost in sales and service. Prospects frequently call and say "I see by the Yellow Pages that you handle such-and-such a brand."

He Specializes

STORY STARTS ON PAGE 68

after the ad ran, and sold twenty-seven other units as a result of traffic which had been created by the plan.

"Television and air conditioners are perfect tie-ins," the dealer exulted. "The buyer of an air conditioner in the summer is a good wintertime television bet. He's the type that will buy a new set when he needs it and can be approached on the idea of an extra set for the bedroom or rum-pus room. When we close an air conditioning sale, we angle for the customer's television business. We get out a letter to them a couple of weeks after we close the sale, reminding them that our other specialty is television."

Lots of Advantages

By basing his operation on two types of major appliances, Mark Lindy says he (1) has his sales story down better than most dealers, (2) built a local reputation that makes his name synonymous with these two items, (3) gets better results from promotions by concentrating his advertising fire, (4) achieves a concentrated mass appeal that gives the customer the impression (rightly) that he provides a good selection in the two categories, (5) does better than average at the job of tailoring the sale to the customer's requirements, (6) turns in a sharper buying job because he aims his sights on suppliers of only two types of appliances, (7) works out a good deal with service repair specialists in the area by giving them a heavy volume of work, (8) stays clear of "terribly-footballed white goods," and (9) makes more money. *End*



"THE GUY AT THE DISCOUNT HOUSE SAID YOU'D TAKE CARE OF ME WHEN MY APPLIANCE NEEDED SERVICING."

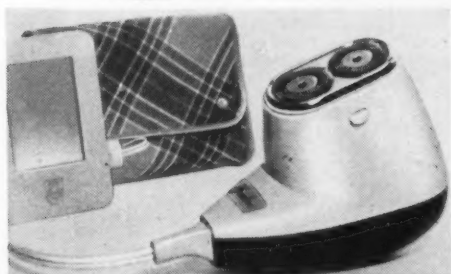
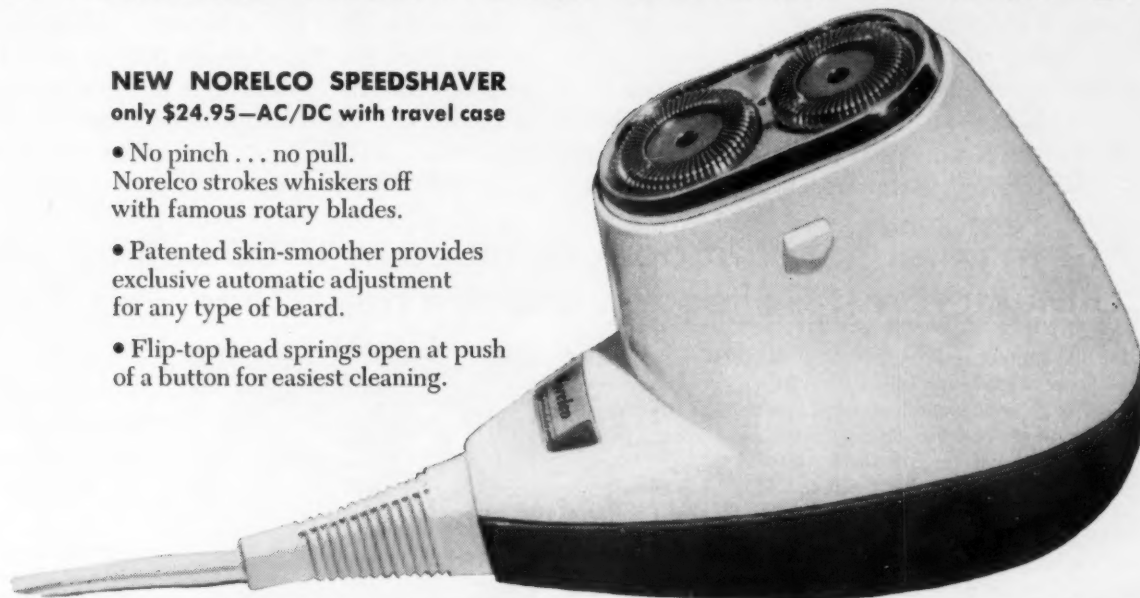
Nothing builds business like AWHERENESS—and nothing builds AWHERENESS like the Yellow Pages—the buying guide that tells people WHERE to buy.

CASH IN ON THE ***BIG MOVE TO Norelco***

Every day more and more men are making it
THE FASTEST-GROWING SHAVER IN THE U.S.A.

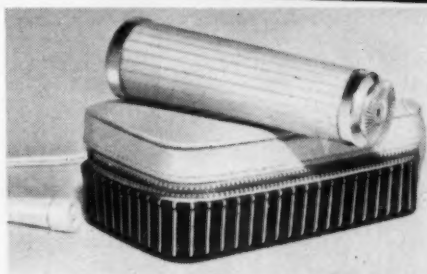
NEW NORELCO SPEEDSHAVER
only \$24.95—AC/DC with travel case

- No pinch . . . no pull. Norelco strokes whiskers off with famous rotary blades.
- Patented skin-smoother provides exclusive automatic adjustment for any type of beard.
- Flip-top head springs open at push of a button for easiest cleaning.



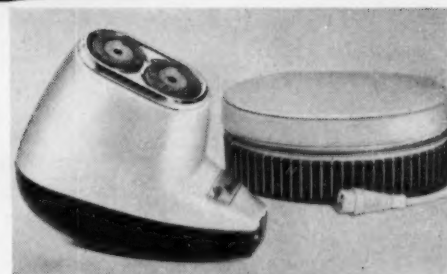
NEW NORELCO SPORTSMAN
only \$24.95

- Runs on ordinary flashlight batteries or 6 or 12 volt car lighter • Comes complete with metal mirror, weather-proof travel case and battery holder
- gray and maroon • Shaves anywhere.



NEW NORELCO COQUETTE
only \$17.50—AC/DC in Parisian case

- The Glamour Razor with the gentle stroke of Luxury • Revolutionary new Lipstick design fits your hand easily
- It's pink. It's pretty. It's perfumed
- In shell pink touched with gold.



NEW LADY NORELCO

- only \$24.95—AC/DC with travel case
- Fast, silky smooth grooming with famous twin rotary heads • Flip-top cleaning • Never pinches, or nicks tender skin of underarms or legs
 - In misty pink, gray, and gold.

Here's how to cash in:

STOCK . . . DISPLAY . . . PROMOTE . . . SELL
this exciting new Gift Parade . . . because

1 You'll get a larger share of market with Norelco, only electric shaver that has increased its share of sales to men switching to electric shaving!

2 During the last 4 years Norelco's increase in the gift market has been over 10 times that of all other electric shavers!

3 In the growing shaver replacement market, 1 out of every 3 men replaces his old electric shaver with a new Norelco Speedshaver!

See your Norelco representative for the details of the **BIGGEST MOVE** in advertising and promotion ever put behind this exciting new Norelco Electric Shaver Line! Magazines! Newspapers! Television!

NORELCO is known as PHILISHAVE in Canada and throughout the rest of the free world.
North American Philips Company, Inc., 100 E. 42nd Street, New York 17, N.Y.

PHILCO ...the leader in Portable TV...

New PHILCO Safari plays anywhere without plugging in...even in brightest sunlight!

You've never seen TV like Safari! Weighing a scant 15½ pounds, less than 17" tall, Safari is the world's first TV your customers can take wherever they go, including places electricity can't go... on picnics, to the beach, on boats, in trains, truly *anywhere*! Safari plays on its own built-in rechargeable battery, and the recharger is built-in, too! (Safari also operates on regular AC house current.)

And wait till they see the picture... it's like looking at a theater screen! Exclusive Philco design delivers perfect viewing even in brightest sunlight... wherever there's a television signal. Safari is the world's first mass-produced transistor TV... *ready to be sold now... and by you!* Take advantage of this profit-packed opportunity. Order *Safari* from your Philco Distributor today!

For maximum profit opportunities in 1960 sell the new **PHILCO Mastercraft Collection** and the new **Decorator TV Series!**

Sell the beautiful TV cabinet interpretations of the Philco Mastercraft Collection and get your share of the high-dollar TV replacement market!

Now, for 1960, Philco combines authentic cabinet designs (in carefully selected genuine hardwoods and veneers) with the most advanced television chassis engineering and performance. And all at popular, competitive prices. There's fresh new Philco Predicta TV, too... the all-new Philco Decorator Series... that offers your customers the finest performance yet in a TV console. Fashion-right colors, wonderful new features. It's swivel-screen TV that's ideal for bedrooms, dens or second sets anywhere. The entire unit, including stand, takes up only 12" x 29" of floor space. And prices start at only\$199⁹⁵



NEW PHILCO Directa WIRELESS REMOTE CONTROL

A finger's touch turns the set on and off, changes channels, adjusts volume. Just two buttons... no wires. No getting up to make *any* adjustments because Philco Fine Tuning is pre-set for each channel. Directa Remote Control brings you added profit with each sale.



Now! Solid-wood cabinetry at popular prices!

Beautiful new television cabinet interpretations, hand carvings, flutings inspired by the finest craftsmen, all in genuine selected hardwoods beautifully scaled and finished. This "Rittenhouse" Console is available in genuine mahogany and provincial maple. Has S-F picture tube and new Predicta chassis. 10 new performance features. Directa Remote Control and brilliant 4-speaker sound system.



New! Swivel-Screen Console priced for volume and profit.

Comes in five fashion-wise colors. Handsome stand has gleaming brass legs and a useful decorator shelf. Complete unit measures just 12" deep. The Siesta, illustrated above, has automatic clock controls. Set turns on to pre-set channel at pre-set time... turns itself off automatically, too. The picture tube swivels full circle, making Predicta Decorator perfect for use anywhere in any room.

**Profit dollars for you...the most desirable features
for your customers...you get both with—**

WIDENS THE GAP!



THE WARWICK

A beautiful 4-speaker horizontal console with cabriole legs. An example of the styling excellence of Philco's Predicta Series for 1960. Directa Remote Control available.

MODEL 4680R



THE MONTEREY

From the Mastercraft Collection, a dramatic lowboy console in the Danish mode. Two speakers. Cabinet is solid walnut with genuine veneers and textured natural cane.

MODEL 4692W

Safari SPECIFICATIONS:

21-transistor chassis, 4 IF stages, 3-transistor high-gain tuner, 12 diodes, 2 rectifiers, easy-to-service Perma-Circuit chassis design. All controls at your fingertips, reserve-power sound system, built-in Pivot-Tenna, private listening jack for optional ear speaker. Rugged case in natural or black genuine leather with saddle stitching, durable styrene top and collapsible visor, sturdy leather carry handle, adjustable base. Dimensions: 8 3/4" wide, 16 1/2" high, 5 1/2" deep. Uses exclusive rechargeable battery — has built-in recharger.

Call your PHILCO Distributor TODAY!

PHILCO

QUALITY
FIRST!

Her lips may say "Service"...



BUT there are new appliances in her eyes

When a woman calls for appliance service, that's what she wants—fast, courteous and reasonably priced! And, while she may be satisfied with your service, the woman has never been born who can stay completely happy with an *old* appliance—no matter how well it performs. That's where your serviceman can aid sales . . . if he knows his Customer Relations!

The impression made by a competent, courteous, conscientious serviceman *can* make the important difference in helping a woman decide where to go to purchase new or replacement appliances. *And that's where Frigidaire Service Training comes in!*

At each of the 30 well-equipped strategically located General Motors Training Centers, men are developed into skilled Service Technicians through tuition-free comprehensive courses on products and procedures. In addition, the capable factory-trained-trainers teach each man to "put himself in his customers' shoes" . . . to build future sales through better Customer Relations.

Next time a woman calls for service, bear in mind the fact that you may be closing your eyes to future sales—unless your men are trained in *all* phases of service representation, including the building and maintaining of customer good will.

FRIGIDAIRE Golden Rule Service



Display this proof of outstanding Customer Service

Frigidaire Dealers who meet and maintain eight standards of excellence are awarded an engraved Award of Merit plaque . . . proof for all to see that these dealers know how to keep customers—happy! For information on Frigidaire Service Training and the Award of Merit Program, call or write the Factory Branch or Distributor's Office listed on the next page.

PROMOTIONAL DEALER

STORY STARTS ON PAGE 71

guarantee satisfaction'. And we mean it. Because we sell carefully, and because our service department does a good job of delivery and installation, there is seldom any need for the customer to take us up on this guarantee—but they remember what we said and they remind themselves and they tell the friends who admire the new appliances that 'Miller's will give us our money back if we don't like it.' Actually we don't say that, we make it clear just what we mean by satisfaction guaranteed—we mean that 'if we can't service a new product, correct it to take care of any legitimate fault that the customer finds with it, then we will replace it.'

Follow-up on product performance. "As our volume increased so rapidly, we felt that we might be getting some dissatisfied customers without knowing it. There are many people who, as the saying goes, 'complain to their friends and neighbors, but not to the dealer.' The more we promote volume business the more we leave ourselves open to having customers resign themselves to some small but annoying problem because they bought it at a 'sale' here. Of course, they would never come back, and a lot of those neighbors would never come to us in the future no matter how much we advertised or what bargains we offered.

"To locate large or small troubles that haven't been reported to us, we started sending out a 'Customer Satisfaction Report' to every customer about one month after the purchase. It is an over-size postcard with our return address on one side. On the other side we thank the customer for 'your recent purchase of your new ———'. By writing in the exact appliance and model we get immediate attention because we are talking about something they have and recognize. Otherwise, the card might look like an advertisement and be tossed away before it was read. Then we say: 'so that we may better serve you would you kindly fill out the questionnaire below and return.' We ask the customer: 'Are you happy with your purchase? Was the salesman courteous and helpful? Were your



"We use the service department as a promotional tool. Low rates build store's reputation for 'bargains'; helps us find appliances that should be replaced."

appliances delivered in proper condition? Was the product represented correctly? Were the delivery-men courteous and efficient? Were your appliances tested and cleaned after installation? Were any promises made that were not fulfilled? And then space is left for 'remarks'.

"If a customer does express some dissatisfaction we have a chance to correct the problem and make the customer glad she traded at Miller's. Actually, those customers will be bigger boosters than the ones who have no troubles.

"The card serves us well even with the people who don't fill it out or return it. As they read through it they are reminded of where they bought the appliance they are obviously enjoying.

Follow-up on quality of selling. "Of course, the card gives us a good, regular check on the way our salesmen are treating the customers—if they are courteous, if they do an honest job of presenting the product. And I find out how well our delivery men held to the standards we've set.

5. SERVICE **With your own men**
At lower prices
With longer guarantee

Service with your own men. "With a strong, experienced service department we have the facilities to deliver, install and maintain warranty on the merchandise we sell. There is no disinterested third party hired to come in between us and our customers during this crucial period when we are 'anchoring' the sale and setting up the customer for long term relationships with the store. We can make sure that the customer will be happy she traded with us, not just because she bought here during a sale or was offered a bargain, but later when all the pricing and trading is forgotten and the important thing to her is to have the appliance do what she wants it to do.

"If it was the appeal of a sale or the offer of a bargain that brought the customer here, all the more reason for her to be surprised and pleased with the way our delivery and service operate.

Service at lower prices. "We attempt to break even in the operation of our service department. That's all any dealer can expect, no matter how much he charges. Knowing that, we charge much less than probably any service department in the area. We charge \$4.50 an hour for labor—(compared to an area average of about \$6.50)—and our jobs price out at about one-third less than other dealers would charge. We keep 10 men active in service and they are paid from \$90 to \$130 a week. The men are encouraged to develop sales. When one gets a sale or turns a lead over to me, he gets the same commission as a salesman. If he works with a salesman, they split the commission.

Service with longer guarantees. "Another factor that has helped build our service department, and the sales that it develops, is our guarantee," Stratton points out. "We guarantee our labor for 90 days—most firms here offer a 30-day guarantee, a few offer longer. And then we will give most of our customers a 30-day open account on the service charges. Many want to be sure the appliance has been fixed properly. And they squawk less about the high cost of service—low as ours is—if they have had a chance to use the repaired appliance and know the job was well done."



When she calls, your reputation is at stake...

protect it with genuine Frigidaire parts

Why risk losing customer good will. Use genuine Frigidaire parts and call this fact to your customers' attention. She'll appreciate the resulting performance. You'll like the way they fit and the way they cut down on call-backs. For information on parts built-to-fit by Frigidaire, call or write:

FRIGIDAIRE SALES CORPORATION OFFICES

ATLANTA, GA.
2995 E. Ponce de Leon Ave., Decatur, Ga.
BALTIMORE-WASHINGTON
2315 Cecil Ave., Baltimore 18, Md.
BOSTON 15, MASS., 25 Blandford St.
BUFFALO 2, N. Y., 1018 Main St.
CHARLOTTE 1, N. C., P. O. Box 1192
CHICAGO 51, ILL., 1200 N. Homan Ave.
CLEVELAND 14, OHIO, 1729 E. 22nd St.
DAYTON 19, OHIO
P. O. Box 597, Far Hills Station
DENVER 4, COLO., 215 Wazee Market
DETROIT 28, MICH., 13940 Tireman Ave.
FORT WORTH 7, TEXAS, P. O. Box 9847
KANSAS CITY 16, MO.
1534 Burlington St., North Kansas City
LOS ANGELES 58, CALIF.
P. O. Box 58314, Vernon Branch
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2331 University Ave., S. E.
Minneapolis 14, Minn.
NEW ORLEANS 19, LA., 4141 Bienville St.
NEW YORK 19, N. Y., 1775 Broadway
OAKLAND 8, CALIF., 1250 53rd St.
PHILADELPHIA 24, PA.
500 E. Hunting Park Ave.
PITTSBURGH 6, PA., 248-50 S. Euclid Ave.
PORTLAND 9, ORE., 1035 N. W. 14th Ave.
ST. LOUIS 8, MO., 482 N. Kingshighway Blvd.

FRIGIDAIRE DISTRIBUTORS

EL PASO, TEXAS
W. G. Walz Co., 500 San Francisco St.
HAGERSTOWN, MD.
Potomac Edison Co., 55 E. Washington St.
HOUSTON 2, TEXAS
Cox & Blackburn, Inc., 2301 Commerce Ave.
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800 N. Senate Ave.
LOUISVILLE 1, KY.
Smith Distributing Co., P. O. Box 1495
MEMPHIS 3, TENN.
McGregor's Inc., 1071 Union Ave.
MIAMI 36, FLA.
Domestic Refrigeration Co., Inc.
134 N. W. Third Ave.
OMAHA 8, NEB.
Major Appliance Co., 1101 Jackson St.
ROCHESTER 4, N. Y.
Chapin-Owen Co., Inc., 205 St. Paul St.
SALT LAKE CITY 11, UTAH
W. H. Blunt Co., P. O. Box 1350
SAN ANTONIO 6, TEXAS
Straus-Frank Co., P. O. Box 600
SIOUX CITY 2, IOWA
D. K. Baxter Co., P. O. Box 1707
SPOKANE 1, WASH.
Sunset Electric Co., North 703 Division St.
SYRACUSE 1, N. Y.
Onondaga Supply Co., Inc.
344 West Genesee St.
TAMPA 2, FLA.
Byars-Forgy, Inc., 105 Twigg St.
TORONTO, CANADA
Frigidaire Products of Canada, Ltd.
1901 Eglinton Avenue, E.
Scarborough, Ont., Can.



FRIGIDAIRE

Backed by General Motors

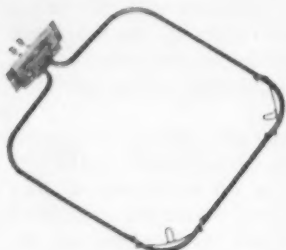
Frigidaire Service Department, Dayton 1, Ohio

Stock the complete CHROMALOX LINE



Microtube® Range Surface Units—4 adaptor ring sizes and 2 Microtube sizes service any standard range. Service more ranges with smaller inventory.

Chromalox Red Bake Unit—2 sizes with all-purpose mounting plates fit all regular and wide ovens with terminal openings centered in back wall. Simple installation. Also 4 plug-in bake and broil units with standard terminal spacing.



Immersion Water Heater Elements—Flanged elements fit 4-bolt, 6-bolt, and 2-bolt tank flanges, 600 to 6000 watts. Screw plug elements for 1- and 1 1/4-inch pipe thread sizes, 750 to 3000 watts.

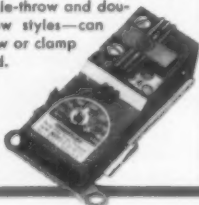
Chromalox Table Ranges—Compact, with big range features. Fast, top performing Microtube II units. Single unit models, 1200 to 2100 watts; Double unit models, 2400 to 4200 watts. 120, 208 or 236 volts.



Thermwire—Selection of cable, tape or band, all completely sealed against moisture for indoor-outdoor use. Most types complete with cold lead and plug. 30 to 800 watts.



Thermostats—Just two replacement thermostats to service all makes of electric water heaters . . . single-throw and double-throw styles—can be screw or clamp mounted.



Wrap-Around Water Heater Elements—Fit tanks 10 1/4" through 22 1/4" diameter with just 10 elements, 750 to 3000 watts in 236 volts, and 3 elements, 750 to 1250 watts in 118 volts . . . using the Chromalox patented extension strap system.

Chromalox Charcoal Lighter—110-120 volt AC or DC. 6 feet of moisture-proof neoprene cord. Glowing fire in a few minutes. Lightweight, easy to handle.



Chromalox Portable Heaters—Electric range type element. Quiet. No TV interference. Self-aligning bearings. Various styles, wattages . . . some with built-in thermostats.



Chromalox Pail Heater—Hot water wherever there is an electric outlet. 1500W 120V gives fast heatup in standard 5 gal. pail. Handy at dairy barns, filling stations, race tracks, cabins.



CHROMALOX
Electric Heat
INDUSTRIAL • COMMERCIAL • RESIDENTIAL
EDWIN L. WIEGAND COMPANY
7825 THOMAS BLVD., PITTSBURGH 8, PA.

INSTALLMENT PLAN SELLS TV

STORY STARTS ON PAGE 67

the cash to buy a \$35 television set," Singer said. "Naturally, we had already given some thought to financing used TV's, but had met with disinterest on the part of financing organizations. None were interested in such small, short-term contracts, no matter what the returns would be. Consequently, unless we were willing to carry the paper ourselves, there simply weren't any financing methods available."

Then, Singer experimented with financing on his own. He earmarked some of Schweig-Engel's operating capital to permit 10 percent down payments and 10 percent per month payments on a few selected trade-ins. He found that these sold easily once the prospect noted the terms attached. "This was a temporary expedient, of course," Singer said, "since our funds wouldn't last long if we began to reach a big trade-in turnover. The only answer was to find some form of financing which would fit the situation."

Time Sales for Used Sets

In researching leads among credit firms accustomed to dealing with Negro, Spanish, Italian and other minority groups, Schweig-Engel came up with the name of one firm which, with ex-

cellent credit information already recorded in its files, would guarantee small contracts from \$20 to \$75, for 7 percent of the total amount of the sale. The fact that 7 percent of the profit would vanish might have scared off a less enterprising dealer than Singer. However, the St. Louis TV retailer had learned first-hand just what the used TV market actually was and, consequently, he sailed into this credit arrangement with considerable gusto.

Since then, results speak for themselves. Where Schweig-Engel had been selling an average of 250 to 300 used TV sets the year before, the figure went over 500 the first year, topped the 700 mark the second year, and shows every prospect of continuing to increase in the future. Adding somewhat to this multiple growth is the fact that where 90 percent of new television set sales involve trade-ins, around 50 percent of used TV's have likewise involved a "trade-in on a trade-in." Singer welcomes the second trade with alacrity, inasmuch as the profit on the resale of the second trade-in, particularly where reconditioning costs are low, will be equal to, if not better, than on the first trade-in.

Continued on page 100



"HELLO . . . ACE SIGN COMPANY? . . ."

Blackstone Distributor Report



Our Blackstone Laundry Sales 138% ahead of last year...

Says Mr. H. T. Havron,
Manager, Major Appliance Div.
Long-Lewis Hardware Company,
Blackstone Distributor,
Birmingham, Alabama.

"We like to sell Blackstone"...

says Mr. Havron. "First, we're thoroughly satisfied with the built-in quality of Blackstone laundry products, and that quality means less trouble ... results in happier customers. The new Blackstone line is thoroughly competitive, too, and we're convinced the new design, features, and dress make it far more attractive to our dealers than ever before.

Naturally, in 15 years we've had many opportunities to change laundry lines, but we're sold on the unsurpassed quality of Blackstone, and its extremely fine reputation for service-free operation.

Our dealers like to sell Blackstone, too. We think our 1959 sales increase proves that."

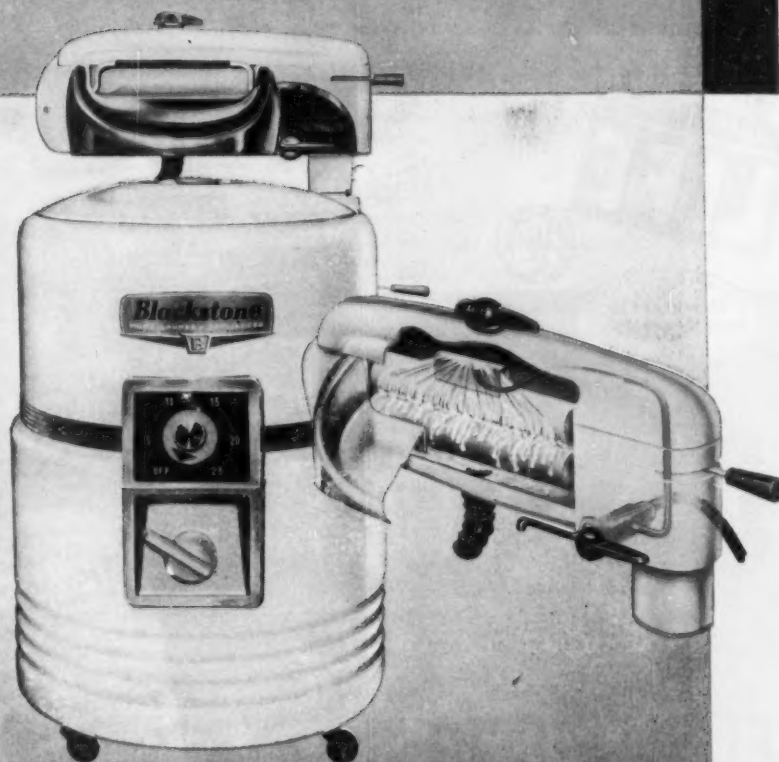
Dealers: If you're having more than your share of service trouble with your present line, see your Blackstone Distributor.

Distributors: Some territories available. Write Blackstone Corporation, 1111 Allen Street, Jamestown, New York.

STEP AHEAD WITH

Blackstone

AMERICA'S OLDEST WASHER MANUFACTURER
SINCE 1874



New developments like this new Blackstone Rinsing Wringer Washer help push up sales curves, along with the rest of the all-new Blackstone line of wringers, automatics and gas and electric dryers.

Sell the line that outsells all others

WITHOUT DISCOUNTING!

Crestwood, by Northern, is a top quality product priced to meet competition without cutting liberal profit margins. Here is truly an exceptional electric blanket value. This is the key to the amazing sales success of Crestwood Dealers and Distributors from coast to coast!

FROM
\$19⁹⁵
RETAIL

ADVERTISED IN
LIFE

REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN



Crestwood
"Custom Formed"
FULLY AUTOMATIC
ELECTRIC BLANKETS

... your assurance of FULL PROFIT plus
increased electric blanket sales volume. Check your
inventory of the fast selling Crestwood line now
... and order for peak selling seasons!

AVAILABLE ONLY THROUGH YOUR DISTRIBUTOR
in all models, sizes and popular prices.

WELL OVER 2,000,000
Northern
BUILT BLANKETS NOW IN USE!

NORTHERN ELECTRIC COMPANY
WORLD'S OLDEST AND LARGEST MANUFACTURER OF ELECTRIC BLANKETS AND HEATING PADS
5224 North Kedzie Avenue • Chicago 25, Illinois



DOUBLE CHECK THESE IMPORTANT Crestwood SELLING FEATURES—

- EXCLUSIVE!—LUXURIOUS 80" WIDTH on dual control model... a full 8" wider than ordinary blankets!
- EXCLUSIVE!—sanifresh BACTERIA RESISTANT BINDINGS resist harmful germs, odors and bacteria!
- UNCONDITIONAL 2 YEAR GUARANTEE—liberally administered by Northern!
- FULLY AUTOMATIC CONTROLS compensate for room temperature changes!
- "Custom Formed" to neatly fit mattress—keep blanket firmly in place!
- COLORFULLY PACKAGED IN SELF-SELLING DISPLAY CARTON!

Installment Plan

STORY STARTS ON PAGE 67

There are four elements in Schweig-Engel's used TV merchandising philosophy: (1) a classified newspaper ad, which the store runs each Sunday offers "Reconditioned, Guaranteed Used Television Sets, 10-inch, 17-inch, 21-inch, \$29.50 to \$69.50." This ad costs Schweig-Engel only \$10.00 a month; (2) the finance plan which is offered to any used TV prospect; (3) Schweig-Engel's big service shop, which has been reconditioning TV ever since the first 10-inch set appeared in St. Louis. The firm shoots for a 40 percent markup, and, if the set doesn't sell, it is marked down until it does; (4) mass display, which Schweig-Engel grudgingly admits is now an essential factor in sales.

Large Scale Displays

"A few years ago, our feelings would have been hurt if we had to keep five used television sets on the sales floor," Singer said. "Now, we build up big pyramids of used sets of all descriptions all the way across the front of the store, with a dozen more in one of the display windows, each marked with a price tag. Mass displays attract a lot of attention and they start people looking over the price tags, testing out a set or two and otherwise stimulate interest. It means a lot of dusting, switching antennas around, stringing extension cords, and pure hard labor. When we can sell 700 of them, however, and keep our new TV sales healthy, we are more than willing!" *End*



"I'LL TRY IT ONE DAY A WEEK FOR TEN WEEKS."

NEW 14 CU. FT. HOTPOINT

HURDLES THE SIZE BARRIER FOR MORE STEP-UP SALES



Model 9EN14
14.2 cu. ft. Hotpoint
Swing-Out Refrigerator-Freezer

**BIG 10 CU. FT. REFRIGERATOR
WITH SWING-OUT SHELVES
PLUS 4 CU. FT. FREEZER**

*fits in floor space of
most "12's"*

**ONLY 32" WIDE—28½" DEEP
66" HIGH**

Gives you the features you need—in the size you need—to close more profitable sales

And the total step-up difference is exclusively yours with Hotpoint! Compact, clean-cut design that fits the limited space kitchen ... 10 cu. ft. of usable fresh food storage area ... generous-size 147 lb. capacity real freezer ... and such other quality "move them up" features as:

New Swing-Out Shelves • New offset hinges • No coils in the back—fits close to the wall • Frost-Away automatic defrosting • Dairy-Stor • Tall bottle door shelf • Porcelain crispers

HOTPOINT DEALERS' PROFIT OPPORTUNITIES ARE GREATER THAN EVER BEFORE... IF YOU'RE NOT A HOTPOINT DEALER, YOU SHOULD BE!



Hotpoint

LOOK FOR THAT **DIFFERENCE!** (your customers do!)

A Division of General Electric Company, Chicago 44, Illinois

**ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE®
DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS**



Kitchen in model apartment was small, included rather old-fashioned gas range, small refrigerator with horizontal evaporator, juice extractor and samovar on counter. Small refrigerator impressed neither our editors nor average spectator.

These three TV sets were among those which impressed art director Barbara Ellwood who liked their sheer, functional handling of the metal and wood, reduced size of bezel and controls.

Typical of their styling approach to radio and hi-fi, says Jim Cassidy, were these table model sets which obviously reflect European design tastes. At extreme right note remote monophonic speaker.

Clever approach to portable stereo was found in this set which appears to be two pieces of luggage. Speakers are housed in one case which splits apart for stereo effect.

How Good Are Russian Appliances, Radios and TV Sets?

To give you a really authoritative answer, ELECTRICAL MERCHANDISING last month assigned four of its editors to cover the Soviet Exhibition in New York's Coliseum. Here are their opinions.

Technical Competence— But For What Purpose?

By **JOHN RICHARDS**
Associate Editor

Technical competence and pace, but a lag in purposeful production.

That, in my opinion, sums up the rather impressive display of Russian electronic consumer products.

Developmental know-how seemed all there—table and console TV up to the 21-inch size; wired remote control; separate stereo systems, as well as those incorporated in console TV sets with remote control; portable and quality radios; a selection of phonographs; handle-less small-screen transistor TV; and even a "hide-away" TV unit.

Styling, however, was ponderous, and scarcely compared with that of domestic products—or even with some imports from both West Germany and Japan. In evidence were radio cabinets bearing a strong German influence.

Conflicting stories came out of the exhibit. For instance, this writer was told there are now 5,000,000 TV sets in Russian homes; that there will be 30,000,000 sets out by 1965. Others heard reports which downgraded these figures.

In either circumstance there's still a big lag in production of TV and radio products for immediate consumer use.

Style: Some Was Very Good And Some Was Very Bad

By **BARBARA ELLWOOD**
Art Director

Most articles (both technical and useful) were very well crafted—made to last with no evidence of fad styling, inferior tooling, etc. The refrigerator was one exception—its metal looked thin and tinny and there were too many crevices to catch dirt on inside.

The design of five of the radio and TV

sets showed good taste and a fine sense of proportion. These had an elegant simplicity and lack of shoddy detail that is usually found only in our own top of the line models.

The Salute, a large table model 21", of burl maple achieved a lighter and non bulky appearance by the thinness of the wood and the subtle soft green grey of the inner picture frame. The control knobs looked comfortable and durable. This set and the Tempo 7, a push button model (also in a light wood) could blend into any decor.

The metal cabinet sets, 17" Signal, 21" Druzhba and the Sputnik transistor set, were also well designed. There was no attempt to disguise the metal as wood. The sharpness of the corners made one think of the sheer look now prominent in our white goods. The gold trim on the two black sets was sparingly and tastefully used—the control knobs well made and well placed.

Appliances Prove Very Disappointing

By **ANNA NOONE**
New Products Editor

I went to the USSR Exhibition mainly to see what progress Russians have made with automatic labor-saving appliances so essential to the living standards of our American homemakers.

I was doomed to disappointment! Except for two tiny refrigerators reminiscent of our earliest attempts in the late 20's, household appliances were conspicuous by their absence.

After a vain search around the TV-radio area for a "white goods" display, I went to the "typical apartment". Here, again, I met with disappointment. No one was allowed in the kitchen without special permit. Through the door I was able to see one of the tiny refrigerators, a gas stove, and on the counter, an electric juice extractor! (In America, this appli-

ance has not caught on. It's found mainly in health-food restaurants.)

A photograph of a Moscow homemaker using a steam iron on a kitchen table was my final discovery. To sum up: there was a fashion show, but no electric sewing machine; an American type iron, but no ironing board; no washing machine, no toaster or food mixer; not even an electric clock—to mention a few appliances regarded as absolute necessities today by all American homemakers in all income groups.

Russians Show High-End Items, Ignore Price Leaders

By **JIM CASSIDY**
Associate Editor

If the mix of audio goods brought to the Coliseum reflects retail sales in Russia, Mr. and Mrs. Ivan Ivanovich are rolling in rubles.

Nailed down to a back shelf were the only two models of low end radio. These were plastic, cast in the style of Atwater Kent, and priced at 15 rubles—our \$39.95 at official 4 to 1 rate of exchange. There were no clock radios—and certainly no snooze alarm models.

Featured in the 50-model mix were four stereo-radio consoles in both two- and three-piece (3,500 rubles); a dozen bigger-than-a-breadbox monophonic table radiophones (2,000 rubles); half a dozen monophonic consoles; like number of transistor portable radios (one solar powered at 700 rubles); a 400-ruble three-piece stereo portable phono. All the changers were short-spindle, 3-speed manuals. Several radios featured wired remote control.

Something we skipped over here is apparently very popular in Russia—namely tiny, outrigger speakers on monophonic sets.

There were no industry figures forthcoming, nor relative sales of high versus low end. Personally, I'd spot you a million units anywhere in the mix and put my kopeck on the Atwater Kent.



SEE IT!

Admiral...the hottest
television line
in industry history!

We took our 1960 TV, Stereo and Radio Preview Show on the road—and it struck like lightning! Coast-to-coast the applause from dealers was thunderous. And—we broke every sales record in our 25-year history! Preview audiences agreed: Admiral is SURE FIRE FOR '60!"

SURE-
FIRE
FOR '60!

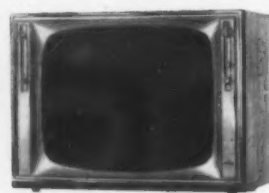


New Picture Size!
New Picture Shape!
New Picture Realness!

SQUARE-CORNERED, WIDE-ANGLE 23" TUBE!
ADMIRAL GIVES YOU THE BIG ANSWER
TO PROFITABLE STEP-UP SALES!

ALL·NEW 1960

This is it — the new square-cornered tube that receives *all* the picture the station sends out! Faceplate is permanently sealed to the tube, so dust can't gather. Eliminates annoying reflections, too! Here's TV improvement that trades up customers on sight because they can *see* the difference!



THE ALLERTON:
in charcoal, mahogany,
blonde oak finishes.



THE HAMPSHIRE:
in walnut, mahogany, blonde oak
finishes.



THE ALLISON:
in mahogany, blonde oak,
sierra finishes.

Hottest TV line in the industry!

Admiral's hot and get-
ting hotter! Here's what
preview audiences said:

CHICAGO:

"Can't miss! Admiral TV for
'60 a sensation!"

ATLANTIC CITY:

"Admiral sales will
skyrocket in '60 for sure!"

MIAMI:

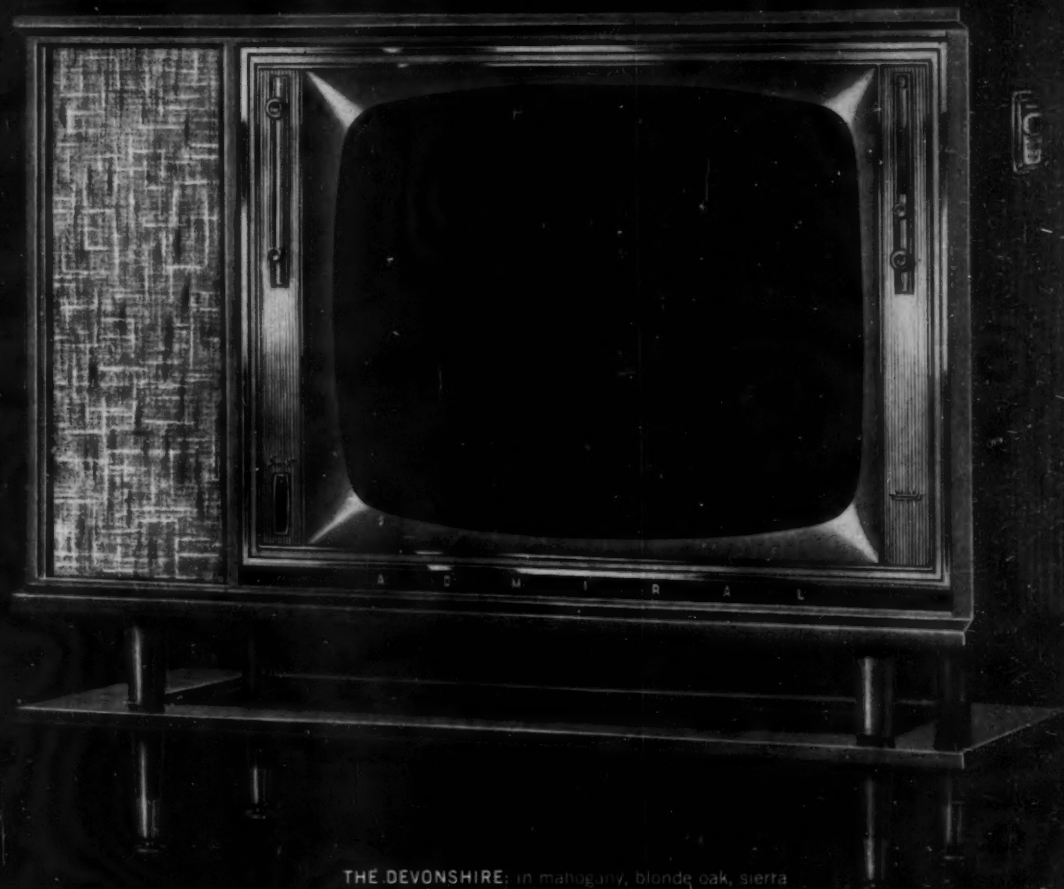
"Great! The hottest line ever shown
in the South!"

LAS VEGAS:

"The blue chip line for '60!"

You simply must see Admiral TV for 1960!
The sheer beauty of it! The dollars-and-cents
logic of it! You'll agree—Admiral will be the
run-away best-seller for 1960. Only Admiral
has such values . . . so many exclusive
features . . . the explosive excitement of
all that's new in TV!

New!
4-button SON-R,
world's finest
wireless remote control!



THE DEVONSHIRE: in mahogany, blonde oak, sierra

ADMIRAL WIDE ANGLE 23" TV

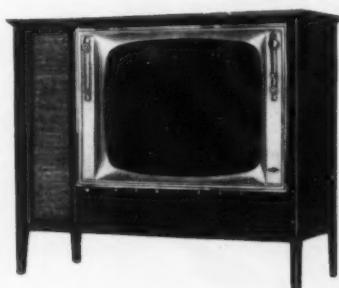
- Admiral — The only complete line of new wide angle 23" TV — table models, consoles, lowboys!
- Only Admiral has completely new styling for the 23" tube!
- Admiral — biggest profit margin in the industry!
- The biggest sales sensation of Admiral's preview dealer showing! No wonder orders are pouring in at a record-breaking pace!

New 23" line starts at **\$229.95**

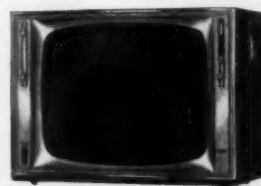
OTHER MODELS IN ADMIRAL'S GREAT NEW 23" LINE



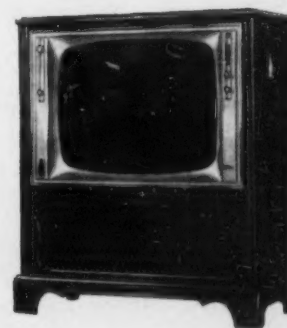
THE SHOREHAM:
in mahogany and cherry
finishes.



THE CHATHAM:
in walnut, sierra and cherry
finishes.



THE CLARIDGE:
in mahogany or blonde
grains. 4-button SON-R.



THE WINSLOW:
in mahogany or cherry fin-
ish. 4-button SON-R.

MARK OF QUALITY



THROUGHOUT THE WORLD

ADMIRAL

SURE-
FIRE
FOR '60!



Hottest
TV Line
in
Admiral
History!



THE SOVEREIGN: Ultimate in Home Theatres

NEW 1960 ADMIRAL WIDE ANGLE
23 INCH TV WITH NEW STEREO-
PHONOGRAPH, AND FM/AM RADIO



THE BROOKSHIRE: A Masterpiece for the Home

all in one decorator cabinet!

A "sold-out" sales sensation in '59 – and now Admiral again takes the lead in combinations! Everything is contained in one slimline cabinet of rare beauty – original design exclusive with Admiral. We've incorporated the new 23" TV to build sales, and we're boosting production to keep you abreast of demand!

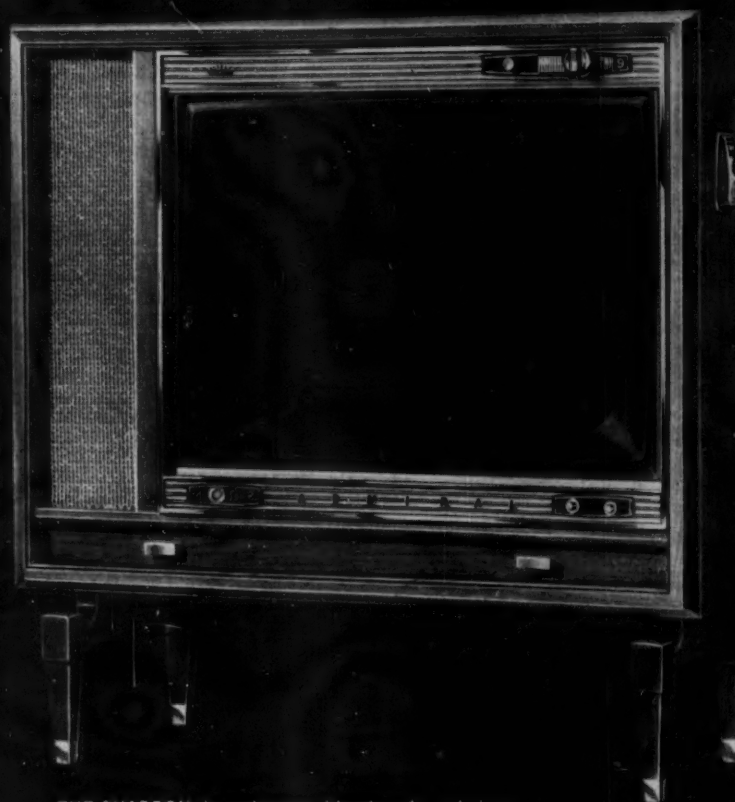


- New! FM/AM RADIO
- New! 23" TELEVISION
- New! RECORD STORAGE
- New! 4-SPEED STEREO HI-FI PHONO

FM/AM radio with top-of-the-set tuning. Four quality stereo speakers. 23" TV screen with remarkable cinema clarity. Storage section is large enough to hold a \$360 stereo record library.

Bigger and Better for 1960!

2-button SON-R
world's smallest
wireless remote control!

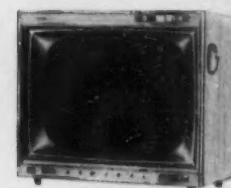


THE SHARRON: in mahogany, blonde oak, and sierra.

NEW 1960 ADMIRAL SUPER 21 SERIES WITH NEW SON-R WIRELESS REMOTE CONTROL

The greatest TV buys you can offer for sale — "leader" priced for volume selling, yet your own profit margin is the biggest in the industry! The Super Series puts Admiral dealers four giant steps ahead: 1. Most in picture

power with 20,000 volts; 2. Most in chassis quality with Admiral etched circuitry; 3. Most in styling with cabinet beauty far surpassing other TV in the same price class; 4. Most in profit with the biggest mark-up!

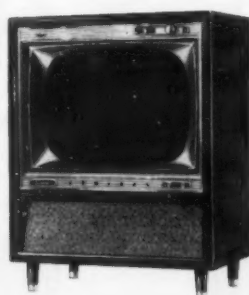


THE SHELBOURNE:
in mahogany, blonde oak
grained finishes. SON-R.

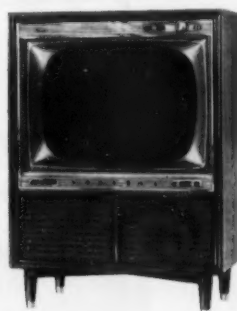
OTHER MODELS IN ADMIRAL'S SENSATIONAL SUPER 21 SERIES



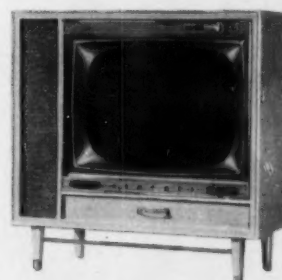
THE CROMWELL:
in charcoal, mahogany,
blonde oak grains.



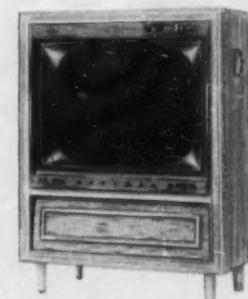
THE CARLETON:
in walnut, mahogany, and
blonde oak finishes.



THE SEVILLE:
in mahogany, blonde oak,
and sierra finishes.



THE BROADMOOR:
in mahogany, blonde oak,
and sierra finishes.



THE LANGFORD:
in walnut, mahogany, and
blonde oak finishes. SON-R.

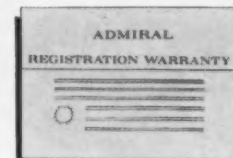
MARK OF QUALITY



THROUGHOUT THE WORLD

ADMIRAL

a TV instrument
of such excellence
it is backed by a
**TRIPLE
WARRANTY!**



1-YEAR WARRANTY

on all parts and tubes, including the picture tube.

5-YEAR WARRANTY

on Admiral's famous etched circuit boards.
The heart of the television set.

REGISTRATION WARRANTY

insuring that each color set is one in a limited edition
of decorator-original masterpieces.



THE COSMOPOLITAN—table model,
optional legs or base. In charcoal,
grained mahogany or blonde.



THE AVON—smartly styled con-
temporary console. In mahogany or
blonde grained.



THE EDGEBROOKE—traditional
console. In mahogany, blonde or
sierra.



THE SHERWOOD—contemporary
lowboy. In mahogany, blonde or
sierra.

AND
NOW

For 1960 Color Television...



THE MAYFAIR — traditional lowboy. In mahogany, blonde or sierra.

NEW 1960

ADMIRAL COLOR TV

Now Admiral goes all-out in Color TV!

These are warranted values — and they're priced to put the big profit into Color TV. Admiral breaks the design barrier, too, with fresh, all new styling. Six brilliant advancements are featured in Admiral's new Color TV line:

New compatible color — for the truest reproduction in color or black-and-white!

New simplified color controls — no complicated settings, only two knobs control the color!

New pre-set fine tuning — set it once when TV is installed and never worry about it again!

New super picture power — 22,500 volts of power for brightest, sharpest pictures ever!

New 3-speaker high fidelity sound — for concert hall sound!

New hand-crafted cabinetry — Genuine wood decorator-approved furniture beauty that glorifies any room setting!

All this — plus the first **TRIPLE WARRANTY!** Here's Color TV with unlimited sales potential!

ADMIRAL



MARK OF QUALITY THROUGHOUT THE WORLD



In Chicago, readers of the Chicago Tribune buy most of the washers sold!

In Chicago and suburbs, Sunday Tribune families own 72% of all washing machines. Daily Tribune families own 48%.

The Tribune's responsive audience buys most of the washers, most of the dryers—most of all the appliances sold.

And no wonder! 75% of the families in Chicago and suburbs—those in the middle and high income groups—account for 83% of all washer sales. And among these better-able-to-buy families, no other Chicago newspaper comes close to the concentrated coverage of the Tribune.

You reach 74% of the middle and high income families with the Sunday Tribune; 53% with the Daily Tribune. Even among low income families, who account for only

17% of the washer sales, the Tribune has more circulation than any other Chicago newspaper.

The Tribune sparks more demand and closes more appliance sales than any other medium in the Chicago market. That's why manufacturers and distributors spend more to advertise appliances in the Tribune than in any other Chicago newspaper.

If you're spending advertising dollars to sell appliances in Chicago, why not put the tremendous force of the Tribune to work for you?

**More readers . . . more
advertising . . . more results**

The Tribune gets 'em in Chicago!



Drawing-boards at the ready, students at the Third Annual NIWKC Training School listen to kitchen planning lecture. This session was devoted to "odd-ball" problems, and drew close attention.

Six Days of Kitchens

From blue-sky confabs to nuts-and-bolts sessions, 85 students studied nothing but kitchens and more kitchens at NIWKC's annual school.

The third annual training school for kitchen specialists held in Chicago recently by the National Institute of Wood Kitchen Cabinets drew 85 students from 21 states and Canada. This represents almost a 50 per cent gain over last year's attendance, and according to NIWKC officers, the school can be expected to keep on growing.

If the students' opinions carry any weight at all, the Institute's hopes are well-founded. For six days, eight and more hours a day, the 85 men and women kept their noses in the books and

their pencils on the drawing boards. The three best-represented types of kitchen retailers were lumber and building materials dealers, kitchen specialists, and appliance-electrical dealers.

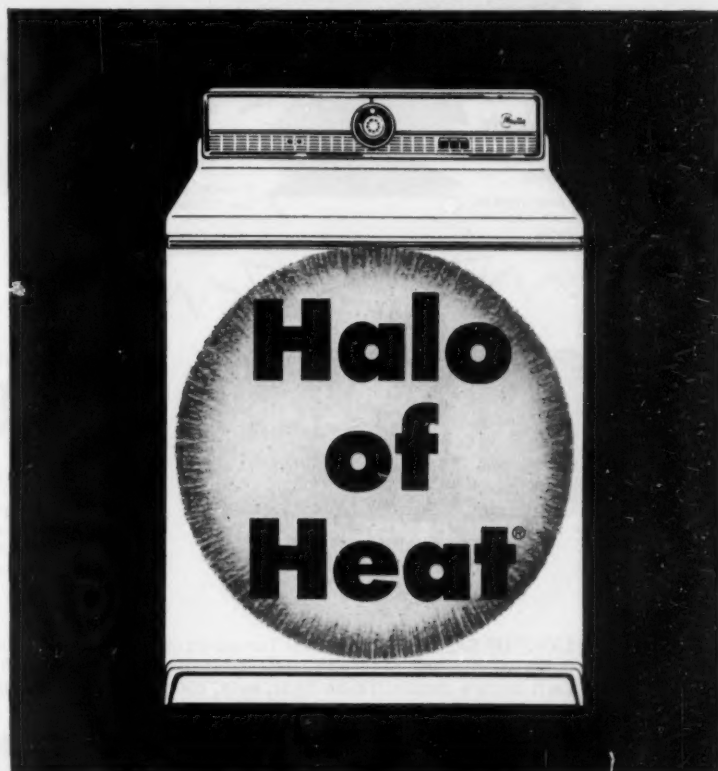
The meatiest courses, in terms of "taking back something" were, according to the students, the actual "how-to" courses in planning and drawing. However, spirited participation in all phases of the week's course of instruction was the rule, which occasionally produced hours-long overtime sessions.

THE MOST COMPLETE LINE OF DRYERS AVAILABLE

(Gas or Electric
No Vent or Vented
Colors or White
Budget or Deluxe)

MAYTAG

The Maytag Company, Newton, Iowa



DRYERS

EXCLUSIVE, DRAMATIC OLYMPIC SELF-DEMONSTRATORS...

LIGHTS that SELL

EACH TURN OF SELECTOR DIAL LIGHTS UP ANOTHER OLYMPIC EXTRA FEATURE!
YOURS FOR MORE PROFITS IN ALL NEW DUAL CHANNEL COMBOS AND TOP STEREO HI-FI MODELS!

SELL NEW SIMULCAST RADIO

"Simulcast" lights up...
"AM", "FM" knobs light
too... to dial new Stereo
broadcasts!

SELL 30-WATT HAND WIRED POWER TRANSFORMER CHASSIS

Dual Channel Stereo Hi-Fi... "Stereo" lights as
4-speed phono plays!



SELL SEPARATE HI-FI AM RADIO

The "AM" knob lights up
for multiple-speaker
radio!

SELL HI-FI TV WITH 3-D

In 6-way combos and de
luxe TV table models and
consoles, the words
"High Fidelity" light up
on separate TV panel!

SELL SEPARATE BASS AND TREBLE CONTROLS

Individual bass, treble
and loudness slip-clutch
controls for each chan-
nel. Finer hi-fi sound!

SELL SEPARATE HI-FI FM RADIO

The "FM" knob lights up
for high fidelity broad-
casts! Ready for multi-
plexing tool



THE STEREO PLAYHOUSE MODEL KD223
TV-Radio-Stereo Combination
with 6-Way Fun-All-In-One!

demonstrate it with lights... SIMULCAST RADIO

AM/FM Stereo Hi-Fi... big new "plus" in all Olympic dual
channel 6-way combos and top stereo models... gives
you bonus stereo sales appeal in all cities receiving or soon
to receive new wonderful stereo radio broadcasts!

BOTH WITH EXCLUSIVE STEREO SWITCHBOARD...
FOR STEREO ALL THROUGH THE HOUSE!



THE BURTON MODEL 7511
Dual Channel Stereo Hi-Fi... 4-Speed
Automatic Phono... AM/FM/Simulcast Radio

LIGHT UP SALES AND PROFITS! Turned on one by one, these demo
lights will sell, sell, SELL your new extra-profit Olympics! They make
each feature demonstration clear, easy, convincing. They spotlight

proof that customers can see, that Olympic wins TOP SCORE for
values! Another new demonstration from Olympic... of the indus-
try's most successful pricing-merchandising formula!

Our Silver Anniversary... YOUR PROFIT JUBILEE

Olympic®

DIVISION OF THE SIEGLER CORPORATION

ADVERTISED IN LIFE • LOOK • POST • HOUSE BEAUTIFUL • HOUSE & GARDEN • LIVING FOR YOUNG HOMEMAKERS • ESQUIRE • EBONY • N. Y. TIMES MAGAZINE • "SUNDAY" NEWSPAPER SUPPLEMENTS
Olympic Radio & Television • Olympic Building • Long Island City 1, N. Y. • World's Leaders in 6-Way Stereo Combinations • Stereo Hi-Fi • Radios • Phonographs



ACCEPTING CONGRATULATIONS, G-E's J. H. Goss, right, makes a further comment on his luncheon talk to T. D. Kennedy, Frigidaire, and Homer Travis of Kelvinator. Goss' talk presented some strictly tentative ideas for handling the service problem.

AHLMA Tends Its Knitting

The American Home Laundry Manufacturers Assn. adopts a new "dictionary," talks about coin-ops, studies consumer research.

Some 344 laundry manufacturer representatives met in an optimistic, but sober mood in Chicago recently. The "blue sky" dreams of a couple of years ago did not appear on the program or in private, but neither did the megrims and doldrums occasionally in sight last year.

At this convention, the industry tended its own knitting, with little on the program that did not directly concern it. There was plenty to talk about nonetheless.

First on the program was a panel discussing that amazing—and evidently most welcome—growth of the coin-operated laundry business. It was obvious from the panel's remarks that the coin-ops are here to stay, and getting bigger.

Mrs. Mary Margaret Boyer of Maytag next presented the convention with AHLMA's new Recommended Standard Home Laundering Terms, a committee effort to standardize the industry's language for use in manuals, AHLMA releases, and, most important, in promotion and advertising. The definitions are reasonably exact, though it is obvious that out-and-out promoters are still going to have little trouble saying what they want to say. Some industry executives have been wanting

such a "dictionary" for some time.

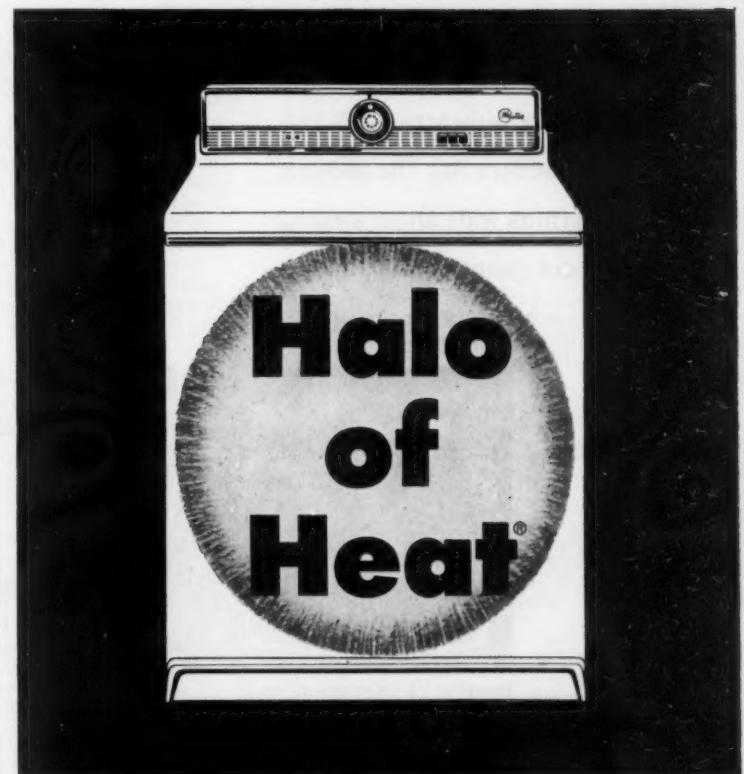
Concerning the customer, the AHLMA conventioners got a lecture and a report. The lecturer was P. M. Hauser, a University of Chicago sociologist, who discussed the long-term, and some short-term trends of population shift that affect business; the report was made by L. C. McCanly, Jr., of Maytag, on recent AHLMA research.

J. H. Goss, vice president, G-E, spoke at luncheon with an attention-getting proposition. The title of the talk was "The State of the Industry," the essential topic was service and the problems therein, and the principal plea was for consumer education, going so far as to consider an industry-wide service policy set-up.

Goss' idea with respect to the service policy was not to sell insurance, but to underline to the housewife that maintenance was necessary, and no evil. The general tenor of the Goss' remarks was that the laundry industry needed to get on the same basis with respect to service that the automobile industry is. In private, industry executives later lined up with Goss, even to the service policy, or they chose the "It's OK for them, but we have no service problem" position.

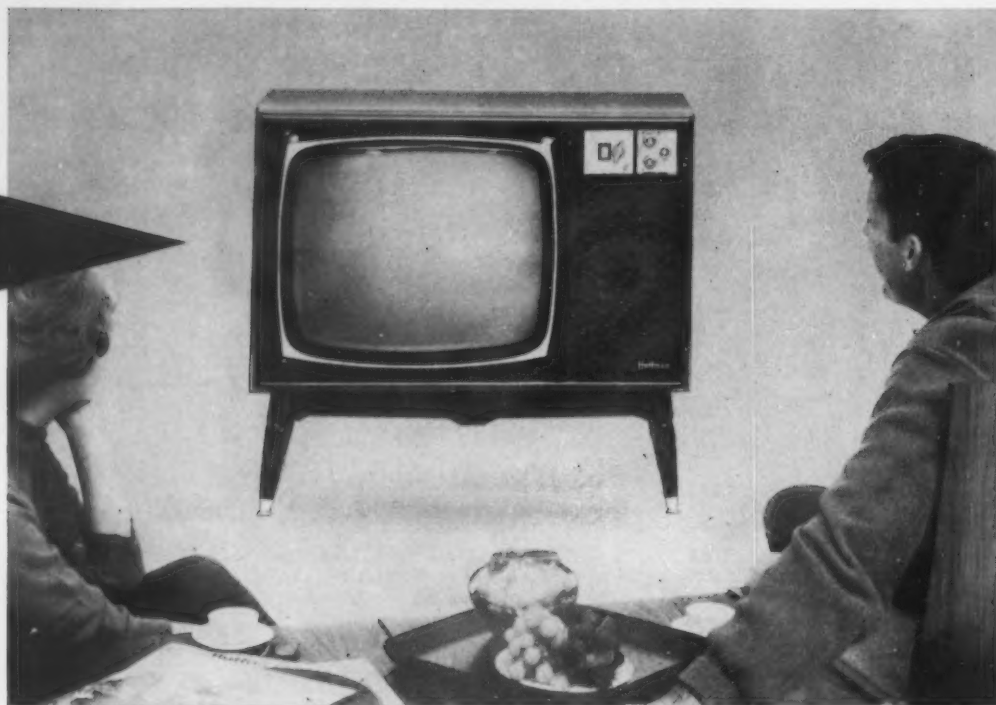
FAST BUT GENTLE MAYTAG

The Maytag Company, Newton, Iowa



DRYERS

The
talk of the
industry...



Hoffman

PAN-O-VISION WIDE SCREEN TV

a new dimension in sight!

Priced to retail for no more than most 21" consoles

From HOFFMAN, a leader in space electronics, comes the revolutionary wide screen TV that reproduces ALL the picture, permits wide-angle viewing without distortion, eliminates reflections and glare!

GREATEST ADVANCE IN TV HISTORY! The new HOFFMAN 23" PAN-O-VISION screen actually presents the full *panorama* of TV! HOFFMAN has removed the corners, ripped off the mask to reveal the *WHOLE* TV picture — just as it leaves the transmitter, just as it is meant to be seen! Because the face of the screen is flatter and squarer, the picture can be viewed from any angle — without distortion. And because there is no glass of any kind between the picture and the viewer, the picture is brighter, clearer... easy to keep sparkling clean... and annoying glare and reflections are eliminated!

Multiple matched speakers provide superb sound. And the beautifully designed new HOFFMAN PAN-O-VISION comes in a variety of fine furniture finishes.

YOUR GREATEST SELLING OPPORTUNITY!

The greatest advertising campaign in HOFFMAN history is underway to tell America about the superb new PAN-O-VISION TV. Full pages in LIFE, SATURDAY EVENING POST and GOOD HOUSEKEEPING combine with newspapers, radio, television and billboards to help you sell this finest HOFFMAN of them all!

This year HOFFMAN launches a new profit structure, too... one that lets you make the most out of every sale. This year is HOFFMAN year. Make it *YOUR* year, too. Get ready now for new record smashing sales with HOFFMAN — the line that's tops in quality, tops in features, tops in consumer preference for '60!



Because there are no corners, no mask, you see ALL the picture!

View the brighter, clearer picture from ANY angle — without distortion!

No lens! No front glass! A whisk of a cloth keeps the picture sparkling clean!

HOFFMAN QUALITY
HAS EARNED THE
GOOD HOUSEKEEPING
GUARANTY SEAL



World's Finest Quality
TV and Stereo

Hoffman

A few choice distributorships are still available. For information write Hoffman Electronics Corp., 6200 Avalon Blvd., Los Angeles (54), California.

people IN THE NEWS



G. P. HART

Phillips & Buttorf Corp.—Guy P. Hart has been appointed to the newly created position of sales manager for the electric range division. Hart was formerly sales manager of Curreys, Inc., Philco distributor in Nashville, Tenn.



R. G. RATEN

General Electric Co.—Robert G. Roten has been appointed manager of sales for the vacuum cleaner department. A. F. Forni becomes manager of merchandising for the same department.



W. F. BABCOCK

Landers, Frary & Clark—Bret C. Neece has been elected chairman of the board. Neece will be succeeded as president of the company by Harry T. Silverman. Silverman is president of the recently acquired wholly-owned Lander's subsidiary, Landers, Plume & Atwood Corp., of Thomaston, Conn.

Casco Products Corp.—William F. Babcock has been elected vice president of sales. Babcock has been general sales manager. Prior to joining Casco he had served as general sales manager of the Hamilton Corp.



P. R. SEAMAN

National Presto Industries, Inc.—Paul R. Seaman has been appointed to the new post of marketing manager. Seaman had been western regional manager.

Schick, Inc.—Mort Kramer has been named general merchandise manager. Kramer was formerly with Benton & Bowles where he was associated with the Schick account.



LINK UP

NEWLY-ELECTED president of the Lawn Mower Institute, Robert E. Schuler, sales director of Lawn Boy, right, and editor Lawrence Wray of Electrical Merchandising take time out on links. Occasion was recent meeting of Institute at Shawnee Inn, Shawnee-on-the-Delaware, Pa., during which Schuler was elected and Wray spoke to group on the marketing of the industry's products during the years ahead.

GUARANTEED

AGAINST RUST

MAYTAG

The Maytag Company, Newton, Iowa



DRYERS

FOR BIG 44.6% PROFIT

Buy 12 Universal Electresteen radiators
(any one type)
GET 1 FREE!

Here's how deal works with 8-section, 110-volt model. Comparable figures apply to other models.

BUY 12 . . . GET 1 FREE!

Retail value (\$44.95 ea.)	\$539.40
Get one FREE	44.95
Total retail value	\$584.35
Cost to you (12 @ \$26.97 ea.)	323.64

GIVING YOU A 44.6% PROFIT OF \$260.71



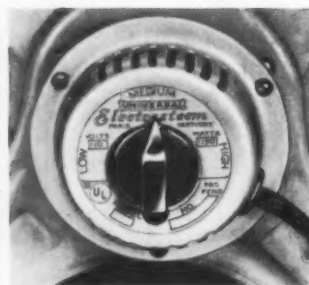
NEW PORTABLE, AUTOMATIC Universal-Electresteen gives safe, extra heat from any wall plug • 8-section model (left) \$44.95 retail • 10-section model (right) \$49.95 retail • Both models available in two smart colors—walnut and gray.

Designed right...built right...priced right

UNIVERSAL
Electresteen
PORTABLE STEAM RADIATOR

ADVERTISED IN
LIFE

HAVE ONE ON US with the hottest deal ever! Almost anybody is your prospect and by stocking now, you get *extra* profits. The Universal-Electresteen has hundreds of uses. It belongs in houses, cottages, summer camps, hunting or fishing lodges, business buildings, garages. Portable, plugs in anywhere. Built-in thermostat assures safe, uniform heat. Operating costs—only pennies a day! Be sure to order enough while this special extra-profit deal lasts!



NEW BUILT-IN THERMOSTAT
Rugged and accurate. Assures uniform heat. Makes Universal-Electresteen complete in itself.

OTHER FEATURES THAT SELL FOR YOU

- New design air valve and easy fill device
- New water level indicator
- New tubular heating unit (stainless steel)
- No attention required after initial filling except water level check every 200 heating hours

ELECTRIC STEAM RADIATOR CORP., Paris, Kentucky
Subsidiary of Landers, Frary & Clark

people IN THE NEWS



C. J. KENNY

Westinghouse Electric Corp.—C. J. Kenny has been named merchandise manager of the electric range department. John F. Moyer, formerly manager of dealer promotions becomes advertising manager for the refrigerator-freezer department. Kenny succeeds H. L. Wiler, recently assigned to the corporation's Total Electric Home project.



J. F. MOYER

Carrier Corp.—Walter H. Steitler, former president of Carrier-Houston Corp., and more recently assistant to the president of Carrier Corp., has been elected vice president and will serve as director of marketing.



W. H. STEITLER

Radio Corp. of America—H. W. Shepard has been named to the newly created position of administrator of color television market development. Shepard had been general manager of WAMP and WFMP, Pittsburgh radio stations.



H. L. BREDLOW

Capitol Records, Inc.—Howard L. Bredlow has been named national sales manager for Capitol phonographs. Bredlow will headquarter at the Capitol Tower in Hollywood, Calif.



W. SCHNEIDER

Packard Bell Electronics—Fred J. Kopsky has joined Packard Bell as director of planning in the home products division. Prior to his new assignment Kopsky was in charge of market planning for RCA's Radio-Victrola division in Cherry Hill, N. J.

Hobart Mfg. Co.—Walter Schneider has been appointed sales manager of the company's KitchenAid Housewares Division.

You'll be selling furniture . . .

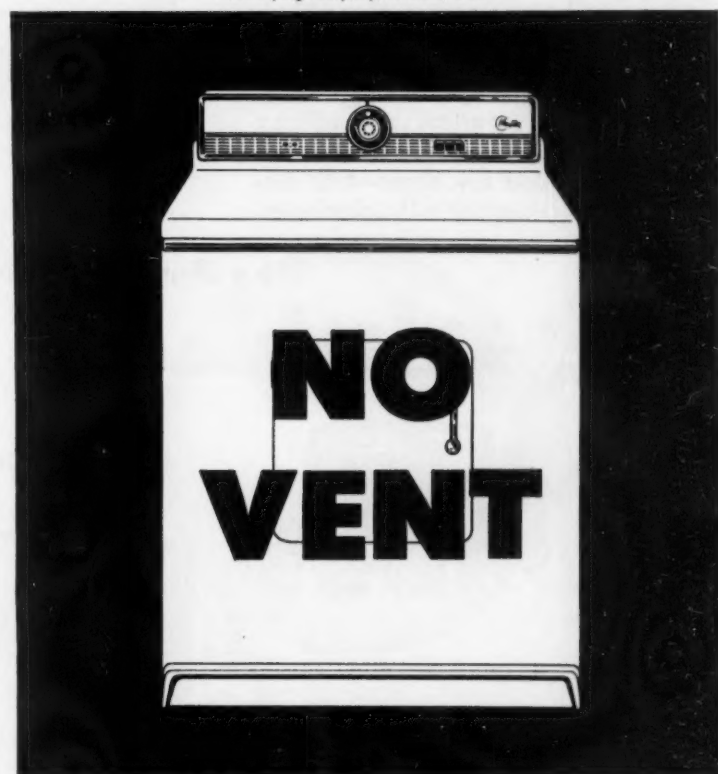
. . . if you intend to sell high-end stereo and television this fall. That's because rich cabinetry and fine furniture styling are the big "sell up" features in the new lines. If you aren't an expert on furniture, if you can't talk style and design and finish fluently enough to convince your customer, you'll want to read next month's feature by Jim Cassidy which explains in simple, easy to understand terms just how you can . . .

"Let The Cabinet Sell the Set"

NO VENT NEEDED

MAYTAG

The Maytag Company, Newton, Iowa



DRYERS

The newest Dimension in Sound

SYLVANIA

3 CHANNEL STEREO

Sylvania brings you the industry's most dramatic new dimension in sound. A "third channel" adds an extra measure of realism to high-fidelity stereo.

The exclusive Sylvania "third-channel" sound system converts ordinary 2-track stereo to full three-directional sound. It puts deep, rich bass tones where they belong—at the center of reproduction.

There's no unrealistic aural ping-pong or disturbing "hole in the middle" even when side speaker-cabinets are placed widely apart. Put the side units close together and Sylvania's "3-channel" system still provides more stereo effect than ordinary systems.

It's bold new stereo—with dramatic talking points that clinch sales.

Cabinetry by Fancher
one of the nation's leading
manufacturers of truly
fine furniture.

"It's a 3-cabinet stereo"

"It's a 2-cabinet stereo"

*"It's a
self-contained
stereo"*

Compact 3-way flexibility

Here's styling that makes sense, and sales, to the ladies. Sylvania "3-channel" stereo can be adapted to any room without being a major furniture problem. With its 3-way flexibility, Sylvania "3-channel" stereo can be arranged for best acoustics in any size or shape room. Extension speaker enclosures are light and compact for quick and easy placement anywhere in the room.

Every stereo prospect is a customer for Sylvania "3-channel" stereo.

Model 4324

Self-contained custom stereo phonograph. Two removable cabinet-mounted speaker enclosures, each with extension audio cable. Six-speaker system. Two 12" center speakers provide full, rich bass in the "third channel." Each extension enclosure has 4" x 8" mid-range oval, and a 3" tweeter. 40-watt dual channel amplifier. Dual cartridge with diamond/sapphire styli. Beautiful walnut veneer cabinet.

SYLVANIA
Subsidiary of
GENERAL TELEPHONE & ELECTRONICS



news AT A GLANCE

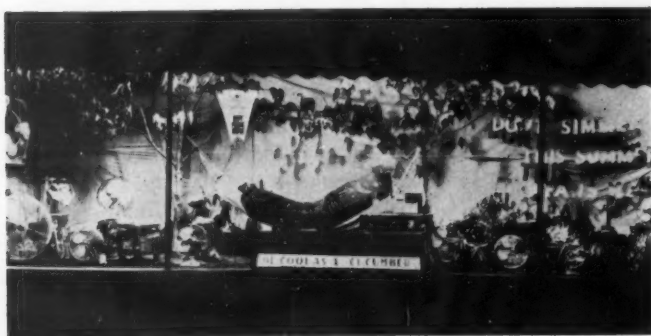
The largest consumer advertising campaign in **Motorola's** history will back the introduction of the company's 1960 consumer product lines, according to company spokesmen. The campaign includes large space advertising three times weekly over a three-week period in more than 300 newspapers across the United States. Concurrent with the ads will be a 100 percent showing of TV and stereo on 24 sheet posters in every major market. At the same time professionally trimmed dealer windows featuring TV, stereo and radio will bring the campaign to the retailer's door. To back the whole campaign Motorola will run the most extensive sales training program the company has ever undertaken.

Magnus Organ Corp., will spend \$2,600,000 advertising portable electric chord organs in the period between July 1 and January 31, 1960. Company spokesmen announced that there are now approximately 14,000 Magnus dealers throughout the country who will tie in with the campaign.

Hamilton Manufacturing Company has announced fall promotional plans built around manufacture of its one-millionth clothes dryer since introducing this appliance to the American housewife in 1938. Theme of the plan will be "The Golden Year: One Million Women Have Proven Hamilton Best". Elements of the program include national advertising in the Ladies Home Journal, Better Homes and Gardens, American Home, a concentrated trade advertising campaign, a 40-piece retail trim kit commemorating the Golden Year dryer, and a distributor incentive contest.

The **Steel Kitchen Cabinet Manufacturer's Association** has announced that steel kitchen cabinet sales rose over 15 percent in April, compared with the same period last year. Sales figures compiled by Dun and Bradstreet for the association showed an increase of 6.5 percent in first quarter sales this year over the same period in 1958.

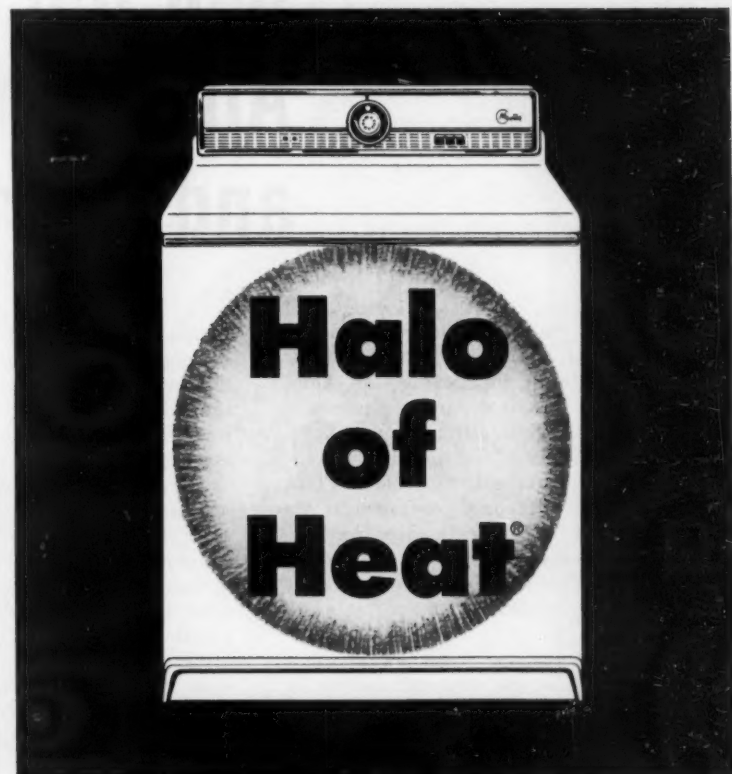
A new profit pricing and cost control handbook for management personnel has been published by **C M I, Inc.**, Chicago. Titled, "The Executive Time Saver" it provides answers to practically any problem of calculating profit margins, markup percentages, sales prices, distribution discounts, etc. The book contains 50 pages of computations in easy-to-read chart form. It also features a guide chart for computing unit sales increase necessary to preserve normal profit margins during promotional price reductions. Priced at \$7.50 each individually, three or more at \$5.00 each, the book is available from C M I, Inc., 542 So. Dearborn St., Chicago 5, Ill.



GRAND PRIZE WINNER in NEMA's annual fan contest was the window shown in picture above. Awarded a \$1,000 U.S. Savings bond as winner was Fred E. Martin, Jr., of the Martin Electric Co., Waynesville, N.C. NEMA spokesmen indicated that greater trade interest was manifested in this year's contest than in any of the previous six annual contests.

NO HOT SPOTS MAYTAG

The Maytag Company, Newton, Iowa



DRYERS



On Atlantic City's famed Boardwalk, housewares buyers await the opening of the annual July Housewares Show. Once inside the doors of the mammoth Auditorium they found. . .

Can Openers, Air Purifiers and Hair Dryers

IS this the year of the electric can opener and the hair dryer?" ELECTRICAL MERCHANDISING's new products editor Anna Noone asked during the press conference preceding last month's Housewares Show.

The real answer to that question was apparent soon after the doors opened to this year's Show, the biggest yet staged in Atlantic City. Almost every housewares firm had a can opener and several had added hair dryers. There was still a third product introduced by several firms—portable air purifiers.

Perhaps because the trend toward these products had become apparent earlier in the year, many buyers felt that, despite the introduction of so many can openers and hair dryers, there wasn't much "really new" at the Show this year. Buyers also were disappointed at the lack of close-outs on seasonal items (including fans). And almost everyone, including exhibitors and reps as well as buyers, was disappointed in the weather. A cloudy, threatening

Monday gave way to a record-setting downpour on Tuesday and Wednesday. Exhibitors, however, seemed convinced that the rain kept the buyers inside the auditorium and away from the beach and its attendant activities.

The weather, irritating as it was to those attending the Show, was probably even more distressing to Atlantic City officials who are fighting to keep the summer show in their city. The present contract expires after next summer's exhibit and the National Housewares Mfrs. Assn. is considering both Chicago and New York as possible future sites (along with Atlantic City). Even as the show opened there were complaints from exhibitors over hotel and travel facilities and over the fact that buyers from the Far West and the Southwest seemed reluctant to make the trek to Atlantic City. The downpours last month may well bolster their impression that Atlantic City leaves something to be desired.

This year's boom in can openers produced considerable optimism—and not a little pessimism as some buyers began to worry about price competition in an item which up to now had carried a healthy list.

On the optimistic side, manufacturers pointed to shortages during last year's Christmas season as indication that the product has "caught on" as a gift item. Some firms are predicting industry sales of a million units (up from 300,000 last year) and are raising the possibility of shortages once again this fall.

Prime cause for worry, however, was the price cutting at the factory level which had already begun to occur as the Show opened. Jobber prices on some units are down to \$9.80, substantially under levels prevailing last year at this time.

For details of all the new can openers, hair dryers and other products shown at Atlantic City see the July, August and September New Products columns of ELECTRICAL MERCHANDISING.

news AT A GLANCE

A \$950,000 expansion at the Effingham, Ill., range and home laundry plant has been announced by the **Norge division of Borg-Warner Corp.** Total amount allocated by Norge for overall plant expansion in the last six months amounts to more than \$1,200,000. Completion date for the new project is December, 1959, with added facilities at that time allowing for a 33 percent addition in manufacturing and assembly floor space.

Gibson Refrigerator Co., has purchased the air conditioner coil manufacturing equipment of O. A. Sutton Corp. The equipment, presently installed in Sutton's Wichita, Kans., plant at a cost of \$2,000,000, will be transferred to Greenville, Mich., and will be part of a major production line in operation this fall.

General Electric's television receiver department has announced an open door policy for all TV service training schools run by the company and its distributor organizations. Company spokesmen indicated that a determined effort would be made to interest as many independent service people as possible in attending future training schools.

Cribben and Sexton Co., of Chicago have sold their "Constant Comfort" gas space heater business to the Suburban Appliance Co., of Whippany, N. J. Cribben and Sexton, a subsidiary of Waste King Corp., Los Angeles, announced that they had sold the space heater business because it was inconsistent with their distribution pattern for other products.

Westinghouse Electric Corp., has announced publication of a 44-page booklet of ideas for total electric living. Illustrated with photographs and sketches in color, the booklet covers improvement of the electrical livability of the many living areas in the modern American home. Included are wiring diagrams for an entertainment center, a laundry and home planning center, a food preparation center, and others, for additional areas of the home. The "Book of Ideas for Total Electric Living" is available at 25 cents per copy from Westinghouse Electric Corporation, Box 1232, Mansfield, Ohio.

The merger of **Orr Industries, Inc.**, of Opelika, Ala., with **Ampex Corporation**, Redwood City, Calif., has been announced. Orr Industries, Inc., will continue production of magnetic recording tape in its present facilities as a division of Ampex.

The electrical industry will join in a united Christmas gift promotion this fall, under the "Give Better Electrically" theme. A multi-page, multi-brand "advertacular" in the November 21st issue of *The Saturday Evening Post* will spearhead national advertising support of the program. Brand names featured in the *Post* ad include Dormeyer, General Electric, Hobart, Hoover, Iona, Knapp-Monarch, Mirro, Norelco, Proctor, Rival, Silex, Tappan, Universal, Waring, Westinghouse, and Whirlpool. Coordinating the campaign nationally will be the **Live Better Electrically** project and the **Edison Electric Institute**.

Easy Laundry Appliances, division of the Murray Corp. of America, has begun nationwide distribution of its gas combination washer/dryer. Easy's gas "Combomatic" was first introduced in 18 test markets in January of this year. Company spokesmen indicated that with wide acceptance by consumers and gas utilities in these areas, Easy is in a strong position nationally in the gas combination washer/dryer field. Easy is currently one of only three manufacturers producing such combinations.

YOU CAN'T SELL A MORE SERVICE- FREE DRYER

MAYTAG

The Maytag Company, Newton, Iowa



DRYERS

MADE BY ENGINEERS FOR ENGINEERS™

AC **Sell** ERATE

with

CORNISH

**WIRES • CABLES
CORD SETS**

UL

16/2 TYPE SJ 300 VOLTS

18/3 TYPE SJ 300 VOLTS

18/3 TYPE SJO 300 VOLTS

COROPRENE

CORNISH WIRE COMPANY

Support your local
ADEQUATE
WIRING BUREAU
Program . . .

A selective all-around line of Blue Chip wire products. Expertly engineered and manufactured. Presented in modern put-ups. Backed by a national reputation for Quality . . . and swiftly available from a warehouse close to YOU.

Any distributor or wholesaler who gives it a real TRY should acSELLerate his wire business by going CORNISH.

SOLD ONLY THROUGH ACCREDITED JOBBERS

Have You Our Latest Catalog?

CORNISH WIRE CO., INC.
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REPRESENTATIVES

◆ ATLANTA	BRIDGEPORT	◆ CHARLOTTE	◆ CHICAGO	◆ CINCINNATI
◆ CLEVELAND	◆ DALLAS	◆ DENVER	◆ DETROIT	◆ KANSAS CITY
◆ LOS ANGELES	◆ MINNEAPOLIS	◆ PHILADELPHIA	◆ PITTSBURGH	◆ SEATTLE
◆ ROCHESTER	◆ ST. LOUIS	◆ SAN FRANCISCO	◆ WILLIAMSTOWN	

◆ Stock carried

Producers of Quality Wire Products for Home, Farm and Industry



CENTER OF INTEREST at Music Show was the portable organ and holding the interest of those attending clinic devoted to the product was Harvey Farber, general manager of Organ Corp. of America.

Organs Steal the Show

There was plenty of stereo and TV to look at, too, but portable organs drew standing room crowds at last month's Music Show in New York

APPLIANCE dealers "own" the portable electronic organ business—but competition in the form of the music merchant is on its way.

That much was clear last month at the annual Music Show in New York when music merchants deserted display rooms brimming over with new stereo products to sit in on a "clinic" devoted to organ selling.

Chief pitchman was Harvey Farber, general manager of the Organ Corp. of America. His claim: 80 percent of the 200,000 organs sold last year were moved by appliance-TV dealers.

From George Gilchrist of Lyons & Healy in Chicago came this advice:

- the demo is the "most powerful selling tool available.
- The ideal salesman is the "buttonholing, open, aggressive, friendly type.
- Advertising is really powerful. "Your first Christmas ad will produce more results than you'll expect."

Answering questions from the audience, Farber said he thought ease of playing was more important than price. He also warned of a possible shortage this year, tabbing fractional horsepower motors as the critical item. Eventually, however, Farber thinks this business will go to a million units a year.

Finally, said Farber instruction books are vital for repeat

traffic. "In a year you take the organ business—give me the book business . . ."

Meanwhile, back at the Show itself, dealers were getting a first hand look at the new stereo approaches.

- The hottest trend was the industry's rush to "three-channel" stereo. The third channel is electronically created since there are still but two channels of sound on the record. Approaches to this problem vary but all are designed to do the same thing: keep cabinetry to a minimum, stretch the apparent sound separation, and eliminate the need for listening to stereo from the apex of a triangle.

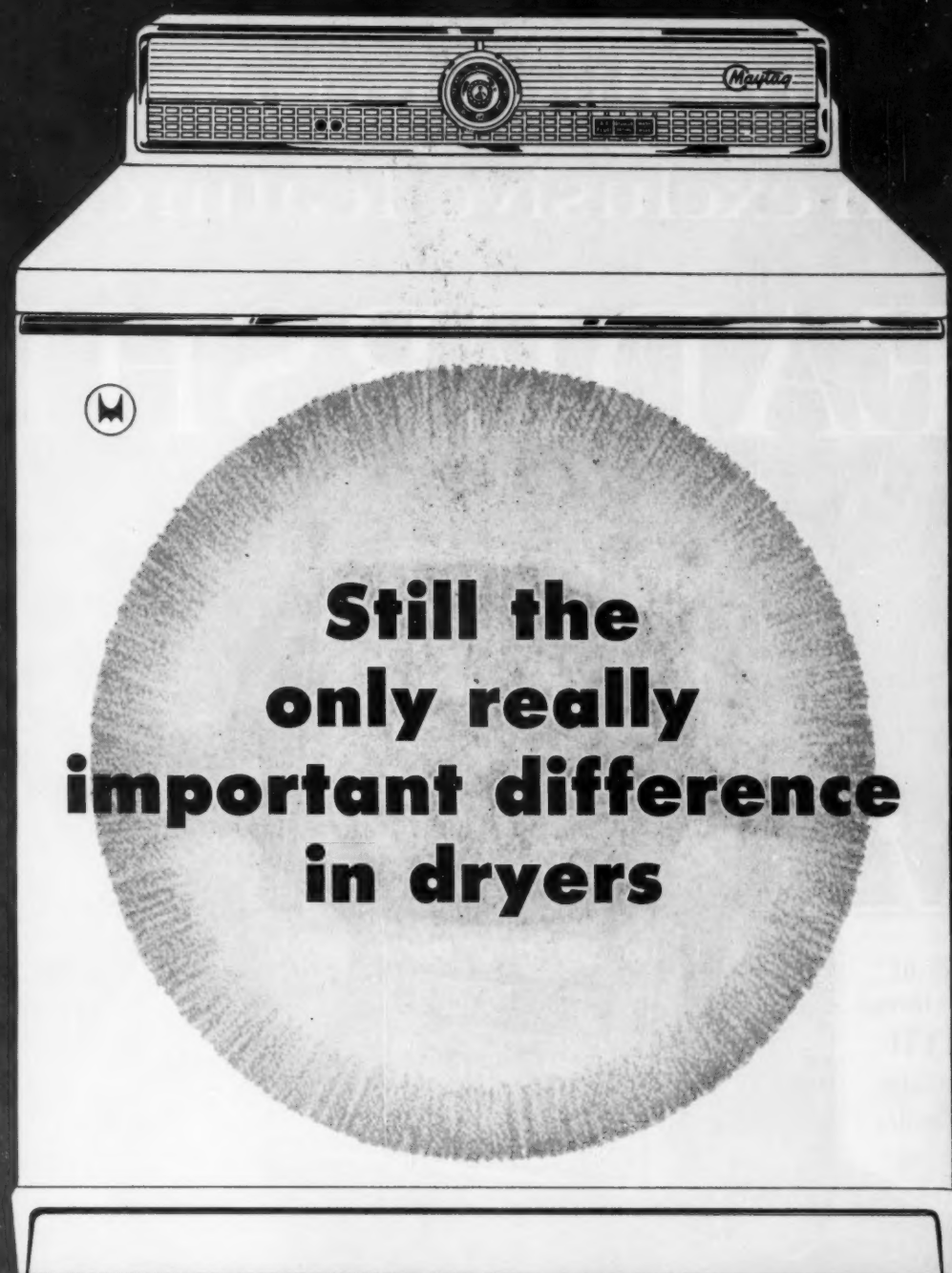
- The trend above is part of an earlier trend to single cabinet stereo. Side by side with the "expanded" stereo approach in most lines is the strong representation of true, rigid, single cabinet stereo, though speakers may fire out front or sideways.

- Most manufacturers were also putting a heavy accent on fine furniture pieces.

- A trend to more business in TV-stereo phono combinations was apparent.

- Stereo with radio will be bigger than last year. Many lines include a tuner as optional drop-in and about half offer AM-FM simulcast tuners.

- Portables seem stronger than last year and the accent is on automatics above \$99.



When dryers line up like so many peas in a pod, who can blame the customer for being confused? But give her a model with a demonstrably different feature—like Maytag's Halo-of-Heat Dryer—and you're in business. Maytag's exclusive "no hot spots" principle makes sense to her. Sales prove it. Of course you have more to sell with Maytag . . . Wash 'n

Wear Setting . . . Filtered Air . . . Safety Door . . . cabinet guaranteed against rust. Matter of fact, *you can't sell a more service-free dryer*. So if you are tired of saying, "They're all alike . . ." better write, wire or phone your Maytag Regional Manager or Distributor.

The Maytag Company, Newton, Iowa

Halo-of-Heat® Dryers **MAYTAG**

In quality... in sales...
in exclusive features

LEADERSHIP



Zenith—the pioneer in remote control television tuning—introduced a remote control unit as early as 1950! Today, Zenith's exclusive Space Command® remote control television tuning—with no cords, no wires, no batteries, no transistors—is the greatest convenience feature in TV. It gives Dealers the most powerful step-up selling story in the industry. Now, for 1960, Zenith introduces a new advanced Space Command control unit—smaller and more compact for even more convenient remote TV tuning than ever before.

For 41 years, Zenith has specialized exclusively in radionics; has concentrated all its creative efforts to-

ward one goal: to continually give the customer something better. This constant effort to create new consumer benefits has earned for Zenith a position of Leadership in the development of exclusive product features. And Zenith determination to apply only the most stringent standards to its products, has further earned for Zenith not only Leadership in quality, but Leadership in consumer acceptance as well.

For when you lead the field with convenience features like Space Command, or with quality features like Zenith's handcrafted, horizontal chassis—it's so much easier to attract and *sell* customers.



ZENITH RADIO
CORPORATION
CHICAGO 39, ILL.

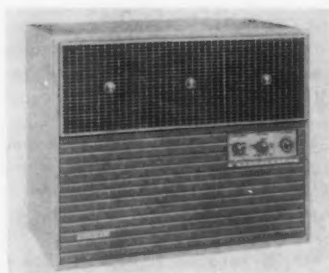
The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 41 years of leadership in radionics exclusively.

ZENITH

*The quality goes in
before the name goes on*

new products

ANNA A. NOONE Editor



Frigidaire "Saltaire Tuffy" air conditioner

Frigidaire Air Conditioners

Designed for seaside areas where moist salt air ravages metal parts the "Saltaire Tuffy" air conditioners feature rust-protected, corrosion-resistant materials for longer life and reduced maintenance costs; all parts exposed to weather are of anti-rust Monel metal, red brass, aluminum, stainless steel or galvanized steel; sealed-in-steel Super Meter Miser compressor weather-proofed by Hydrolene coating.

Both models have cooling capacity of 10,000 Btus per hr.; One, an "All-seasons" model, also has a heating capacity of 8,700 Btus per hr.; both units feature 2-speed fans, air directional controls and provisions for fresh air intake and room air exhaust. Frigidaire Div., General Motors Corp., Dayton, Ohio.



Westinghouse Rollout dishwasher

Westinghouse Dishwasher

Westinghouse "roll out" dishwasher is designed for permanent undercounter installation; hot water booster raises water temperature to 140 degs. F before wash and final rinse periods start; while booster heater is gradually raising water temperature torrents of hot

water are propelled against dishes for a power soak; in drying, heated air is fan-forced across dishes for fast, complete spotless drying; control center is designed for fully automatic or completely flexible operation; setting control dial at "on" initiates automatic complete cycle; manual operation of dial permits skipping or repeating any operation; control center has off-on switch for hot water booster; red signal indicates when booster is operating; holds complete service for 6 plus pots and pans; 24-in. wide; the unit has a variety of front panels in sugar white, mint, lemon, pink; coppertex coppertan, brushed chrome or maple wood; uses 8 gal. water for complete cycle. Westinghouse Electric Corp., Mansfield, O.



G-E Cleaner No. C-8

G-E Cleaner and Polishers

A swivel-top cleaner, No. C-8, and 2 new floor polishers, Nos. FP-5 and FP-4 are announced by G-E's vacuum cleaner department.

C-8, cleaner, is styled in sandalwood with brown base; has full-width vinyl bumper; freely rotating swivel top for easy cleaning all around room; double-action cleaning unit automatically adjusts to any type carpet as well as bare floors; step-on switch on top of bumper turns cleaner on-and-off; lightweight hose, covered with woven plastic; comes equipped with 2 chrome-plated steel extension wands a crevice tool, fabric nozzle and round dusting brush.

Floor polisher, FP-5, features a "splash guard" design—an extra-deep vinyl bumper reaches floor level when shorter scrubbing brushes are attached, protecting room from splashing during scrubbing process; comes with floor scrubbing brushes, polishing brushes, rug cleaning brushes, lambs



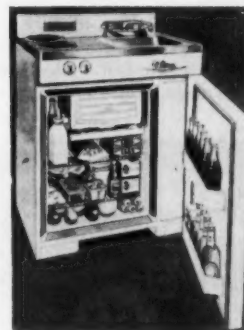
wool pads, steel wool pads, plastic case with compartments for attachments; hang-on-wall storage; chromium finish with green trim.

No. FP-4 in ivory with sandalwood trim, comes equipped with polishing brushes, rug cleaning brushes and felt buffing pads.

Both are twin-brush polishers with vinyl bumper, locking handle, resilient hand grip and weighs 12 lbs.; attachments snap-on easily.

A snap-on accessory kit, No. PA-1, is available for FP-4 and includes floor scrubbing brushes, wax applying pads, steel wool pads, lambs wool pads and wall hanger.

Prices, cleaner, C-8, \$59.95; polishers: No. FP-5, \$49.95; No. FP-4, \$39.95; No. PA-1 accessory kit, \$9.95. General Electric Co., Vacuum Cleaner Dept., Bridgeport, Conn.



King kitchen-center

King Kitchen Center

Designed to fit into small areas of kitchens, motels, playrooms or offices this space-saving, all-in-1 kitchen-center is 30 in. wide, 36 in. high and 24 in. deep; has 5-cu. ft. refrigerator with freezer chest; full size sink; electric or gas table top range with 2 burners; top including sink with aerator faucet and back-splash is stainless steel; refrigerator finished in high baked deluxe synthetic enamel; inner door has 2

shelves for large bottles.

In addition, King also makes an all-in-1 kitchen up to 48-in. wide with complete range and oven. King Refrigerator Corp., 76-02 Woodhaven Blvd., Glendale, L. I., N. Y.



Ronson "hood 'n comb" dryer

Ronson Hair Dryer and Shaver

New version of the 3-way Ronson hood 'n comb hair dryer dries hair 3-ways: blows warm air direct from dryer; damp-dries hair by combing with special comb attachment; circulates air in hood attachment; new translucent hoses in pink or blue; newly designed velvet-elastic bands for hood in matching color.

"Lady Ronson Superbe" shaver



Ronson Lady Ronson Superbe

has single head system with 2 selective separate cutters: "Trimette" for cutting longer hairs—underarm shaving etc.; contoured flexible head—for close leg shaving; blue or pink with pearl-white head frame in gold trim, 3-dimensional gold butterfly decoration; evening bag type packaging in black velvet with tasseled carrying cord and gold clasp; large mirror inside lid; shaver head frame of plastic; contoured flexible head of chrome-plated surgical steel.

Price, dryer, \$19.95; shaver, \$16.95. Ronson Corp., 1 Ronson Rd., Woodbridge, N. J.

new products



G-E AK1 "Kingston" blanket

G-E Blanket, Pads, Vaporizers

A King-size automatic blanket, AK-1; 2 automatic vaporizers, V-3 and V-2; and 4 new heating pads: P-25, P-18, P-17 and P-16, are announced.

"Kingston" AK1 blanket is the first king-size model made by G-E, measures 103 in. wide, 85 in. long; features Chatham miracle fabric in rose, flamingo, seafoam, blue, yellow or aqua; has 2 separate Sleep-Guard comfort selectors for individual warmth selection; bound in Nylon; washable; can be dried in automatic dryer.



G-E V-2 vaporizer

V-3 vaporizer with unbreakable bottle of heat-resistant plastic, provides 112 hrs. steam without refilling; signal light glows when operating; V-2 delivers 8 hrs. steam; easy to clean and fill, both models operate with tap water—no salt needed; boiling action is kept within plastic insulated tube so that water in reservoir never becomes too hot; vaporizer can also be used as room humidifier; pink or blue.



G-E P-18 heating pad

Heating pad line features Purofab treatment of all outer covers to inhibit growth of germs and bacteria; a waterproof inner cover has been added to No. P-25, lowest priced model in line; P-18 has Nylon taffeta pink quilted cover and a new white reach-easy cordset and glow-light pushbutton control; P-17 and P-16 also feature new white cordsets and controls.

Prices, "Kingston" AK1 blanket, \$79.95; V-3 vaporizer, \$12.95; V-2, \$9.95; heating pads P-18, \$8.95; P-17, \$7.95; P-16, \$6.95; P-25, \$5.95. General Electric Co., Blanket and Fan Dept., Bridgeport, Conn.



Electroware corn popper

Electroware Corn Popper

Features an anodized aluminum bowl to trap heat for faster popping; 2-qts. capacity; oven glass cover; cool molded plastic cover; black enameled steel legs; non-marking rubber feet; also warms, cooks or serves a variety of foods, beverages and candies; 400 watts, 8 1/4 in. diam.; 7 1/2 in. high.

Prices, \$4.95 without cordset; \$5.95 with cordset. Electroware Corp., Toledo, Ohio.



Martin portable heater

Martin Portable Heaters

Martin announces a new 110-volt portable, "Hotshot" heater to round out residential electric heating equipment line; incorporates instant-heat feature from long-life nichrome-wound ceramic core; thermostatically controlled; equipped

safety-tilt switch to cut unit off if upset; small fan in base steps up circulation; weighs 8 lbs.; 1320 watts. Martin Stamping & Stove Co., Huntsville, Ala.

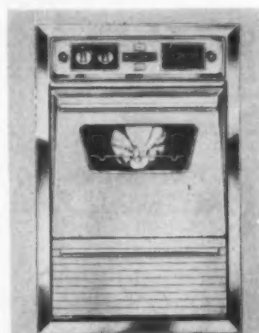


Shetland T-16 rug shampooer-polisher

Shetland Rug Shampooer-Polisher

Shetland is introducing the T-16 rug shampooer and floor polisher featuring automatic dispensing; standard equipment includes all-purpose brushes, reversible wool-felt buffing pads; the rug shampoo unit which self-adjusts automatically to every rug thickness and a sample of Shetland's vanishing foam rug shampoo. In addition, Shetland has repriced their T-11 from \$39.95 to \$29.95—a complete rug-cleaning floor polisher, scrubber and buffer with all-purpose, wool-felt buffers and self-adjusting rug cleaning unit.

Price, T-16, \$39.95 complete. The Shetland Co., Inc., 69 Bennett St., Lynn, Mass.



Modern Maid double oven range EQ-82PR

Modern Maid Range

A double oven Modern Maid electric range No. EO-82PR is announced by Tennessee Stove Wks; features include an automatic-clock-controlled giant 18-in. wide oven with a lower, economy oven for every day use that is 16-in. wide; has same rod-type broil and bake elements as upper oven.

Other features include Roastender which buzzes and cuts off oven at selected temperature; triple spit rotisserie; chrome oven door lining; these ovens are interchangeable in same 24-in. oven cabinet with Modern Maid gas oven. Tennessee Stove Works, Chattanooga, 1, Tenn.

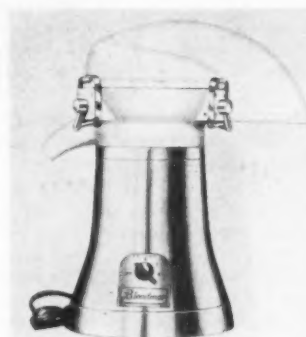


Westinghouse "Aristocrat" blanket

Westinghouse Blankets

"Aristocrat" line of popularly priced electric blankets features Mirafab fabric, blend of rayon and cotton in pink, blue, green or beige; nylon taffeta binding; fasteners or snaps that permit contouring; blankets will not slip off; dual view control can be read from top or side, even in dark; special hanger permits hanging control on headboard or bedrail; available in twin; king, with dual control; and 2 double models, one with single and one with dual control.

Prices, from \$24.95 for twin single control model EB-39 to \$64.95 for king size dual control No. EB-79. Westinghouse Electric Bed Covering Dept., Mansfield, O.



National juicer No. 1000

National Juicer

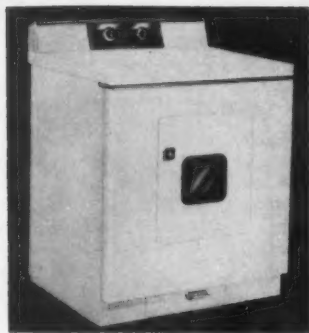
No. 1000 automatic, continuous-run, pulp-expelling electric juicer juices carrots, celery, parsley, tomatoes etc.; has 1-qt. celery or carrot juice capacity in 3-min.; juicer-head of "unbreakable" boil-proof Cyclocac; chrome plated basket with shredder plate; cyclotron designed; 5-in. high. Chrome base with 1/2 h.p. motor is 8 in. high; also available in plastic pastels: turquoise, sandalwood, yellow, pink and white.

No. 500, same as above but attachment is mounted on plastic base with chrome ring; has a 1/2 h.p. motor; 12 in. overall height.

No. JA juicer attachment only in white only; weighs 3 lbs.; fits Blendal Blender Queen, Blendmore, Jet Blend, Triple Blend, Blendes and Royale blender bases.

Prices, No. 1000, \$79.95; plastic model, \$74.95; No. 500, \$59.95; JA attachment only, \$39.95. National Blenders, 97 Pasadena Ave., So. Pasadena, Calif.

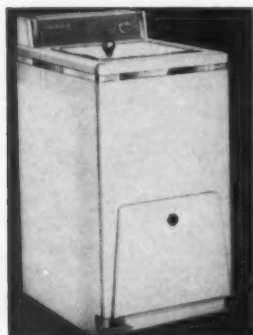
New Products



Roper "Dry-Aire" dryer

Roper Dryer, Incinerator

Offered in 2 series, Roper "Dry-Aire" dryers operate on low-heat, high-airflow principles; Custom Deluxe series features 2 dials, a time control and a Fabri-Set dial which permits choice of 4 drying heats plus an "air" setting for fluffing pillow and blankets; Fabri-Set control has fabric markings. Deluxe "Dry-Aire" has 1-dial control of time only; heat level is factory-set; both models features 130-min. timer, snag-free polished satin-bronze tub; automatic lighting and safety features.



Roper gas incinerator

Gas incinerators provide safe, complete indoor disposal of burnable trash; combustion and smoke-free; meets all national and local incinerator standards; white Custom Deluxe with appliance-styled back panel; Deluxe in charcoal enamel. Geo. D. Roper Sales Corp., Kankakee, Ill.



Majestic Char-Grill

Majestic 1959 Char-Grill Line

A new line of barbecue "built-ins" to meet demands of custom home owners and builders is announced by Majestic.

New Toro Fall Promotion sells a brand new market LEAF BAGGING WITH POWER MOWERS!

Full-page ad in LIFE announces consumer bonus of free super-size leaf-bagging attachment with every 1960 Toro "Wind-Tunnel" Whirlwind purchased this fall*



Never before in the history of power mowing has there been a fall promotion like this! Only Toro can do it!

Toro, remember, owns the "Patents Pending" on this sales sensation of the power mower industry—the exclusive "Wind-Tunnel" housing design that not only gives a cleaner, sharper cut than any other rotary on the market, but also blasts the clippings into a bag for easy disposal.

Now Toro has developed a special super-size bagging attachment—triple the size of the regular bag—especially for cleaning up leaves in the Fall. OFFER THIS \$12.95 ATTACHMENT FREE to any customer who purchases a new 1960 "Wind-Tunnel" Whirlwind—in addition to the regular size bag that accompanies the machine. This is a limited time offer available to Toro dealers. You get a new selling idea that still provides you excellent off-season profits.

Backed by dramatic advertising, display

Here is a power mower with a sales extra that can't be equalled! And, to back it up, Toro is giving its dealers

distinctive, high-impact advertising and display material.

A full-page ad in LIFE tells the story to Toro customers. Toro dealers get a sales-promotion package that includes multi-color window streamers and on-mower display pieces—plus special fact tags, price tags and newspaper mats. It's a complete promotion package designed to do the kind of complete selling job dealers have learned to expect from Toro.

New idea in fall power mower selling

Past sales success of the leaf-mulching attachment proves the advantage of offering your customers a new reason for buying a particular power mower in the fall of the year. Now Toro has an exclusive new sales advantage to offer your customers: the only rotary mower that vacuums up and bags leaves effectively! And since this is not simply an attachment for an obsolete model, but actually is being offered on the same Toro "Wind-Tunnel" Whirlwind model that Toro will sell next year, your customers have no reason to wait until spring to buy!

Toro distributors have complete facts

If you're already a Toro dealer, you'll want to get in on this latest Toro promotion right away. All you have to do is get in touch with your Toro distributor . . . he has all the display pieces and related material you'll need.

If you're not a Toro dealer—if you don't offer this most complete, quality-built and price-protected line of power mowers—then now is the time to sign up.

You'll cash in on this new Toro exclusive now—and on the many other Toro exclusives that have and will come from Toro Research and Development. Toro is the pioneer in power mower engineering.

So put your name under "Toro" in the classified section of the phone book under "Lawn Mowers." Your Toro distributor is listed there now. Call or write him today.

*Offer good U.S. only. Expires Oct. 31, 1959.

TORO

TORO MANUFACTURING CORPORATION • 3001 Snelling Avenue, Minneapolis 6, Minnesota



Lancer—Model 7P12. High-impact, hand-size styrene case in Ebony and White or Turquoise and White. Heavy-duty $3\frac{1}{2}$ " speaker and powerful 7-transistor chassis. Features direct-drive tuning, sensitive ferrite rod antenna and fold-away handle.

SYLVANIA

TRANSISTOR RADIOS

"Transistors by Sylvania" perform where others fail

If you want to sell quality with extra profits in transistor portables here's the line for you. Sylvania radios incorporate the world's finest transistors designed and produced by Sylvania especially for radio use.

The complete line offers extra sensitivity, extra selectivity—and most important, extra reliability.

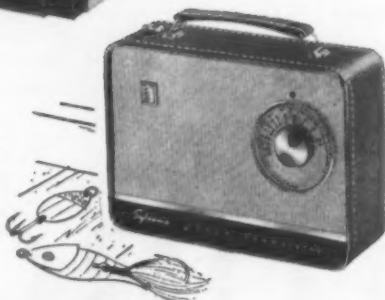
Designed and styled to make full use of premium transistor features, Sylvania Radios give the consumer big performance in a small package.



The Dart—Model 5P11. Two-tone color styling in Powder Blue and Turquoise or Coral and Antique White. Instant play, powerful five-transistor chassis. Heavy-duty $3\frac{1}{2}$ " speaker. Built-in ferrite rod antenna. Easy thumbwheel tuning. Antique white finish available in **The Modernaire—Model 5P10.**



The Scepter—Model 7P13. Plays where others often fail. Heavy-duty 4" circular speaker. Complete with sensitive, built-in ferrite rod antenna. Tough, leather-like case. Cinnamon Tan.



SYLVANIA
Subsidiary of
GENERAL TELEPHONE & ELECTRONICS



new products

MAJESTIC (cont'd)

All Char-Grill models, gas or charcoal fuel, for metal, wood or masonry base installation are built on angle iron type steel frame; heavy asbestos millboard on all exposed sides with reflective aluminum coating; front door provides quick access to removable fire pan or gas control; 2-piece, lift-out chrome grille, chrome and stainless steel trim; front lowered vents and black wrinkled baked enamel finish are among features of all models; grilles are 29% in. wide, 11% in. high; 19-in. deep.

No. SCG-G "Supreme" gas-fired grill for use with natural, manufactured or LP gas; burner is fed with 25,000 Btu heat through a $\frac{1}{4}$ in. gas inlet. "Brickettes" of ceramic placed over grate, catch and retain heat over long period, allowing gas to be turned low for simmering; Bakelite control knob gives range of positions; cast iron grate supported by 1-in. thick firebrick lining surrounds burner chamber.

No. MCG-G for masonry installation has same features as SCG-G without insulation.

"Imperial" charcoal model ICG features stainless steel back and sides; designed for any exposed permanent installation where back and sides are open to view; heavy boiler plate steel fire pan adjustable in height by control handle.

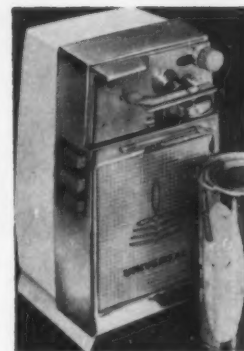
"Deluxe" No. DCG with matching black sides and back for permanent, recessed installations in wood or metal cabinets.

A series of 3 vent-hoods in stainless steel or coppertone or black wrinkle baked enamel features a 400 CFM built-in blower for adequate venting of excess heat and cooking aromas; all hoods 36 in. wide, 38 in. high, 24 in. deep; included with each hood is an incandescent light, separate switches for light and blower and aluminum, removable washable filter; venting attachments include a 4 x 12 in. to 8 in. round transition; a weather vent for outside wall and a 4 x 12 in. rectangular vertical elbow.

Two electric motorized spits for rotisserie cooking included. Majestic Co., Huntington, Ind.

Brief

Red Jacket announces a new line of 5 home submersible and upright sump pumps. Three of the upright models include Bedgeter, medium priced model and a deluxe all-brass pump; all have $\frac{1}{3}$ h.p. motors; non-floating brass impellers to pump at 3100 gph at 5-ft. head, and 2700 gph at 10-ft. head. All have brass strainer screen and stainless fasteners. Red Jacket Mfg. Co., Davenport, Iowa.

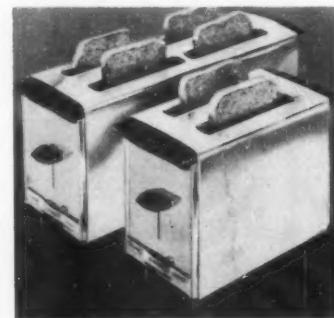


Universal can opener

Universal Housewares

A new electric can opener, a king-size Coffeematic, 2 new toasters and a new line of blankets have been added to the Universal electric housewares line.

The can opener is a push-button model that opens any shape can automatically—"simply select the button for the shape can" and opener does the rest; magnetic lid-lifter holds lid; 4-ft. cord stores in rear.



Universal toasters

Two new toasters—a 2-slice and a 4-slice model have "color control toasting"; designed to sense moisture content and thickness of bread and adjust automatically; they take bread, rolls, muffins, frozen waffles. Other features are hinged crumb tray on bottom.



Universal king-size coffeematic

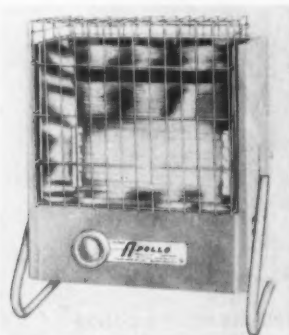
The king-size Coffeematic makes from 10 to 35-cups coffee automatically. Redi-Lite glows when coffee is done; graduated markings on inside

UNIVERSAL (cont'd)

Finger-touch control is feature of the new blanket line; 9 separate thermostats in blanket assure even warmth; illuminated dial on control glows for temperature selection; control comes in ivory plastic with gold trim and hangs on head of bed or can be placed on bedside table; blanket is of Electrilon blended synthetic fabrics and can be washed in automatic washer; 3 models include double size with dual controls, double with single control and twin size with single control.

API bathroom heater No. 3100

The No. 3100 is surface-mounted unit of anodized aluminum; Radiant-glas panel features a Corning glass Pyrex heating element protected by polished grill; built-in thermostat permits exact temperature selection; available in 120 or 240-volts; 2650 Btus per hr; 13½ x 17½ x 3 in. deep. Allied Precision Industries, Inc., Geneva, Ill.



Titan "Apollo" heater

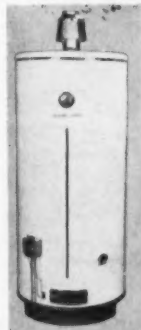
"Apollo" R-4, all-radiant portable heater is designed in the case and duct work to take maximum advantage of ribbon element which glows red hot and produces heat at turn of dial, producing a 2-direc-

A vintage National Audio portable radio, likely a Model 100 as mentioned in the text. It features a dark wood-grain cabinet with a large speaker grille on the left side of the front panel. On the right side, there is a circular dial or control knob and the brand name "National Audio" printed below it. The radio is supported by two small, thin legs.

G-E heater H-6 and H-7

Two automatic heaters, Nos. H-6 and H-7 are added to G-E's automatic heater line. The new models are identical except for wattage ratings which are 1320 watts for H-6 and 1650-watts for H-7. Other features include "instant heat" which provides heat within seconds; parabolic reflector with 360 sq. in. reflecting surface; safety grill that snaps out for cleaning; safety tip-over switch; special thermostat design permits personalized adjustment by user; electrically welded steel case; mahogany finish; lift-up handle on top; centrifugal blower; counterflow design keeps outer case cool; high-velocity Venturi nozzles spread even carpet of heat; double-action blower design.

Price, \$39.95 each model. General Electric Co., Automatic Blanket & Fan Dept., Bridgeport, Conn.



Glass lined inner tank gas water heater with 65 gal. capacity.

Features include 46.2 gal. recovery on a 100 deg. rise; 55,000 Btu input for natural gas; multi-port burner; 10-year warranty. **Mor-Flo Heater Corp.**, 2176 E. 76th St., Cleveland 3, Ohio.

You make - \$35.22

You make - \$28.35

A vintage electric juicer with a glass jar and a metal base. The juicer has a silver-colored metal body and a clear glass jar. A power cord is visible on the right side. The background is white with a stylized lightning bolt graphic on the left.

You make - \$25.08

A black and white photograph showing two vintage vacuum cleaners. The one on the left is a canister-style vacuum with a dark body and a light-colored dust canister. The one on the right is a more compact, upright-style vacuum with a dark body and a light-colored dust canister. Both have flexible hoses and floor heads.

Total cost	10.15
You make	<u>\$20.27</u>

HANKSCRAFT — *First Name in Automatic Steam Vaporizers*

For steam that's fast, safe and soothing, specify Hankscraft vaporizers — they're family favorites from coast to coast. The Hankscraft vaporizer line incorporates the latest advancements in automatic steam vaporization — each model guaranteed to give trouble-free, completely safe performance. Order these "plus profit" deals today and make the vaporizer season a profitable one.

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IT'S YOUR

All-Electric Laundry

FESTIVAL

SEPTEMBER 14 STARTS Biggest Profit-Packed
Electric Laundry Appliance Promotion Ever...with

32,000,000 sales calls in LIFE, SEPTEMBER 14; and SATUR-
DAY EVENING POST, SEPTEMBER 26

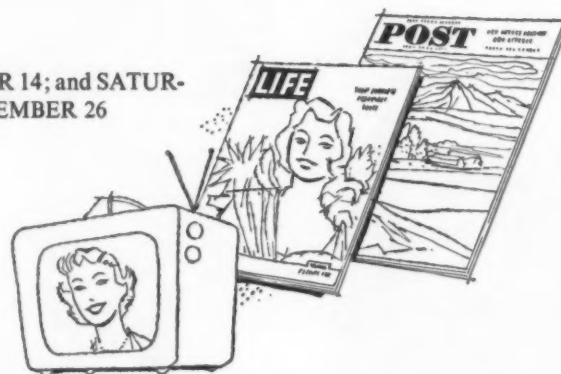
25,000,000 sales calls PER WEEK for
8 weeks on 2 big DAYTIME
NBC NETWORK TV
SHOWS

PLUS

millions more messages selling your electric products for you
in the 30-page advertising spectacular in LIFE, on September
14—devoted exclusively to the benefits of all-electric living
in Medallion Homes, and editorials on all-electric laundry
appliances are going to help build sales for you.

PLUS extra help from industry groups—

- Your own Electric Utility Company
- Edison Electric Institute (the Electric Utility Company Association)



- American Home Laundry Manufacturers Association
- Leading appliance manufacturers and their distributors

The entire industry is behind you. Your prospects will be
reminded to LAUNDER BETTER TODAY... THE ALL-
ELECTRIC WAY.

Join the strongest sales team in history and sell more electric
laundry appliances.

Tie-in—make your store headquarters for the ALL-ELEC-
TRIC LAUNDRY FESTIVAL.



Here Are All-Electric Laundry Festival Selling Materials for Participating Dealers



LAUNDRY FESTIVAL PROMOTION FOLDER:

Complete details on the All-Electric Laundry national campaign and local materials.



"FREE GIFT" LAUNDRY BAG:

Use as a "free gift" to customers who watch a demonstration of electric laundry appliances in your store. A powerful and practical sales builder!



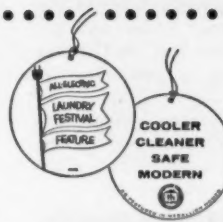
LAUNDRY FESTIVAL STREAMERS:

Identify your store as headquarters for the All-Electric Laundry Festival; promote the "free gift" laundry bag offer to your customers.



BLOW-UP OF NATIONAL AD:

40" x 30", 4-color blow-up of EEI's national ad, includes "as Advertised in Saturday Evening Post." It's an exciting attention-getting display for your store.



APPLIANCE HAND TAGS:

5" in diameter—2 color hang tags with string—is printed front and back, with space for inserting "price" of appliance.



CARTOON POSTER:

7" x 21" printed both sides—has intriguing cartoon from national ad—with adhesive top and bottom for easy placement on windows, doors, walls or appliances.



NEWSPAPER MAT ADS:

2 one-column tie-in newspaper ads—ready for immediate use in your newspaper.

Here's what to do:

Get in touch with your Electric Utility Company today! Ask them about their plans for this big All-Electric Laundry Festival. Become a participating dealer and find out how to tie in to boost your sales during this campaign.

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new products TV, RADIOS, STEREO



RCA "Hide-away" TV console



RCA "Tote-able" table TV

RCA-Victor's "Newsmaker" Line

Major innovations are featured in 1960 "Newsmaker" line of black-and-white and color TV sets, radios and stereo record and tape players:

(1) "Hide-away" console that converts into living room table when not in use, the "Hillsborough" walnut table is 21-in. high, 42½-in. wide, 23¼-in. deep when not in use; to convert table to a TV console a section of table top is folded back and the 21-in. set swings up.

(2) "Magic Memory" set that allows viewer to pre-select up to 12-hrs. automatic programming, changing channels and turning set on-and-off; clock-controlled selector is operated by series of sliding buttons (1 for each ½-hr. in a 12-hr. cycle); buttons can be set for any desired channel to turn set on-or-off for any desired length of time and then back on again; mahogany or walnut veneer hardwood cabinets.

(3) 3 "Wireless Wizard" remote control units: a 5-function electronic remote that features all-level volume control in addition to channel selection; a 3-function low-priced unit that changes channels, turns off picture using hi-fi radio dial; and an improved 7-function remote for color TV.

(4) "Mural TV" built-in line in color and black and white designed for wall installation; 4 sets in line include a 21-in. color set, a black-and-white 21-in., a set with "Wireless Wizard" remote and a 17-in. unit are all standard models modified for wall installation with controls and speakers in front; ventilation louvers can be installed front or back, and all can be slipped out for servicing; adaptable to many architectural situations they may project through wall, into closet, hall, stairwell or garage, or nested in built-in cupboard or corner cabinet; frames and baffles come in separate kit.

(5) "Albright", a Tote-able table set for bedroom with clock timer, slumber switch automatically turns off set at predetermined time and turns it on again; can be carried from room-to-room.

(6) New line of 10 color sets featuring new styling, preset fine tun-



RCA "Wireless Wizard" remote controls

ing which automatically locks-in best picture for each station for color or black-and-white.

(7) Portable stereo player-recorder with RCA 4-track tape cartridge which eliminates threading tape—plastic magazine 5x7-in. is inserted into player, tape is enclosed in plastic holder and not touched by individual and never needs threading or rewinding by hand.

(8) Line of stereo phonos featuring 5 kinds of stereo systems with power up to 87 watts; high-



RCA deluxe stereo, Mark XIII

lighting these systems in the omnirange Panoramic wide-dispersion system used in the Mark XVI and consists of a master console in Danish modern with a woofer speaker for bass, mid-range and hi-fi speakers in twin companion units. Other systems are swing-out consoles with extra speakers swinging out of side for extra separation; "two-in 1" systems with 2 complete sound systems blended in single console; portable Victrola phonos with detachable extra speaker system on front of case; portables with second channel speaker in detachable lid; a remote control unit permits balancing of left and right channel plus sound off and on.

Two new AM-FM tuners separ-

ate AM/FM circuits in one instrument.

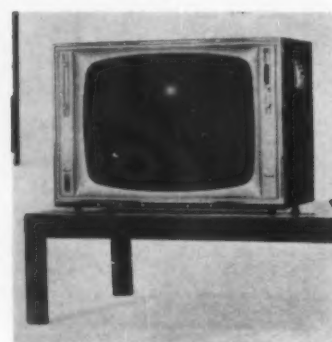
(9) Transistorized clock radio "The Tribune" No. TC1 with self-charging clock battery that will last the life of the set; radio will play for more than 100-hrs. at normal listening, up to 500 hrs. using an optional earphone attachment on 3 standard flashlight "C" cells; operates on 6 transistors with 3½ in. front-mounted speaker.

Transistorized table radio Sceptor No. TX1 has same styling and operating characteristics as Tribune with a second 3-in. speaker instead of a clock.

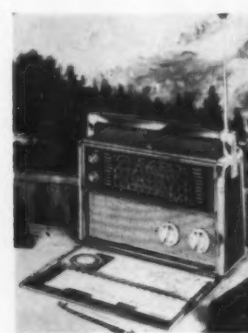
Emissary, No. XF4, deluxe AM/FM radio has mahogany, oak, walnut or maple grained cabinet; 4x6 in. speakers; 3½ in. speaker; slide rule dial; stereo jack.

Two transistor portables, Hawaii No. IT4 with 8 transistor and diode chassis with 3½ in. speaker; operates on rechargeable batteries, Mercury cells or 4 penlite cells in charcoal, antique white or turquoise; and "Gobe Trotter No. IT5 on 8 transistors and 1 diode has tuned RF stage; ½ watt output 4x6 in. speaker; automatic on-off lid switch; operates on 4 "C" cells for over 500 hrs. using earphone attachment or 100-hrs. normal listening; in charcoal or aqua with brushed aluminum trim.

Prices, color TV sets start at \$495; tape cartridge player, \$299.95, auxiliary speakers from \$9.95 up; tape cartridges at \$4.95 to \$9.95. RCA-Victor Div., Radio Corp. of America, Camden, N. J.



Admiral 23-in. "Claridge"



Admiral "All World" radio

Admiral 1960 Television Radio and Stereo

Introduction of 58 basic models is announced by Admiral in 3 electronic lines: 24 TV, 18 radio and 15 stereo hi-fi.

New TV line includes 12 23-in. models, (3 with 4-button Son-R wireless remote control); 7 21-in. sets (3 with 2-button Son-R wireless remote control); and 4 new "Three-Foot Theatres" (2 combining TV, stereo-phonos and FM-AM radio and 2 with just TV and stereo-phonos).

In 23-in. tube models a tinted filter safety glass is integral part of tube and is sealed directly to faceplate, reducing light reflection by 50 percent; prevents dust from collecting between filter and front of tube; larger tube also has new type dynamic focus control for corner-to-corner picture sharpness; decorator-approved cabinet styling in natural walnut, mahogany, Sierra or cherry veneers.

All 21-in. models have top front tuning controls, push-pull on-off, tone control, lighted channel indicator, aluminized picture tube and tinted optic filter; available in table, console, swivel and lowboy styling and a variety of finishes.

Admiral's 2-button Son-R wireless remote control is offered with 3 of the 21-in. receivers to turn sets

on-or-off, change channels, adjust sound to 3 levels.

Four basic home theatre combinations have 23-in. picture tube; 2 have TV and dual channel stereo phono; 2 have additional FM-AM radio; the stereo theatres use dual channel amplifiers with 20-watts output and audio systems with 4 large hi-fi speakers; 4-speed record changer has 4-pole motor and diamond stylus.

Also in line is a 17-in. "Thinman" model with hideaway antenna, top front tuning and optic filter.

Stereo

In Admiral's 1960 stereo line the "Imperial 80" series which features the "Imperia" Nos. 1191 and 1192, cabinet can be converted into 3 different stereo styles: all-in-one console; swivel-wing console; or 3-piece ensemble; speaker "wings" swing out to direct sound to any part of room; swinging wings are detachable for placement separately anywhere in room; in 3rd position entire instrument becomes all-in-1 cabinet in minimum floor space; 6 speakers plus a "phantom 3rd challe" are incorporated; master stereo control system visual balance indicator control; incorporates a built-in FM-AM radio tuner,

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SOON!**

A new concept in selling Automatic Washers...

TOUCH COMMAND

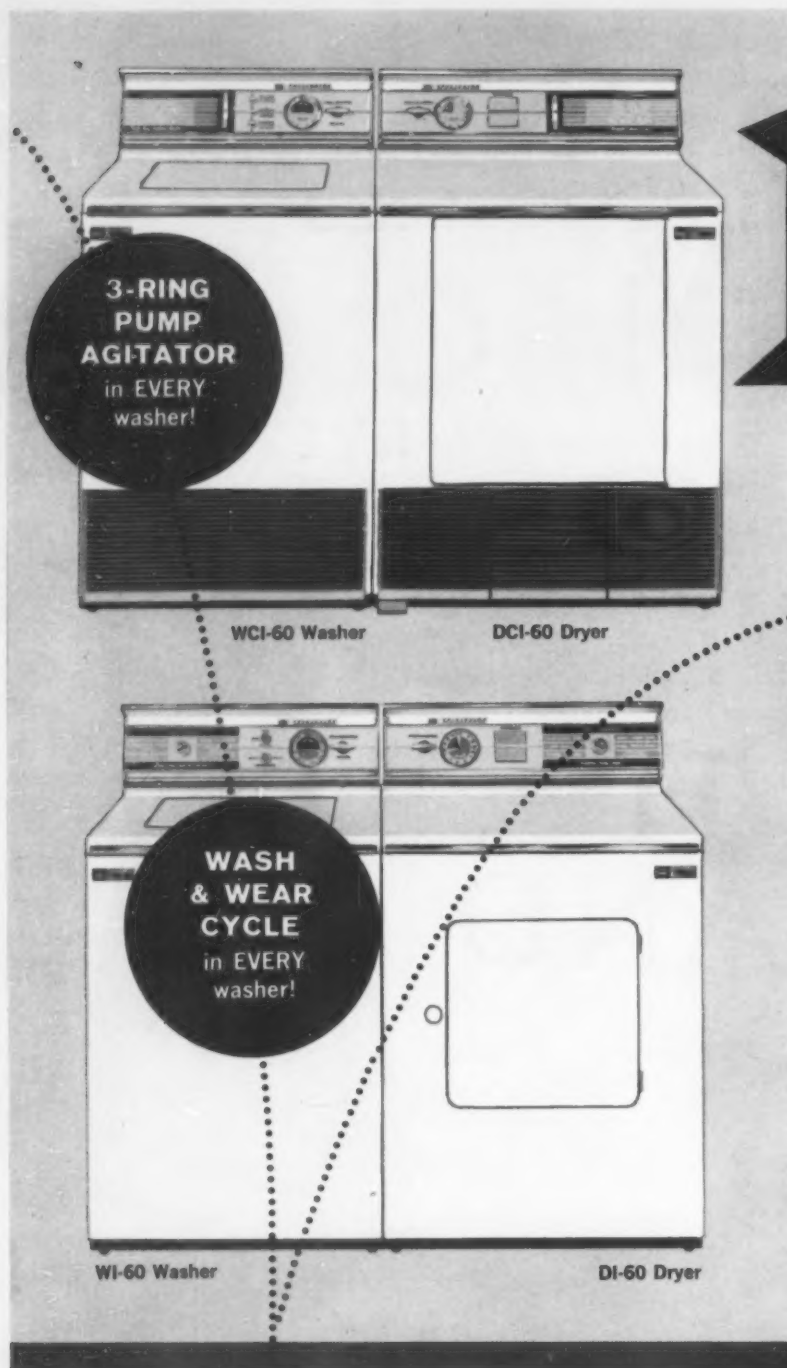
**THE BIG
NEW
DIFFERENCE
FROM...**

Hotpoint

LOOK FOR THAT DIFFERENCE! *(your customers do!)*



ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE®
DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS



The
**BIG
ONE**

*The Big 1 for 1960
is Frigidaire!*

**RIGHT
IN 1960**

**AUTOMATIC
BLEACHING**
in EVERY
washer!



**NOW! Nobody but Frigidaire offers
so much to every prospect—**

from the "no-money-downers" to the carriage trade!

We think every customer deserves the best! So, we've put many top Frigidaire features right across the line. To you, that means there's a Frigidaire washer to *sell*, not just talk about, in

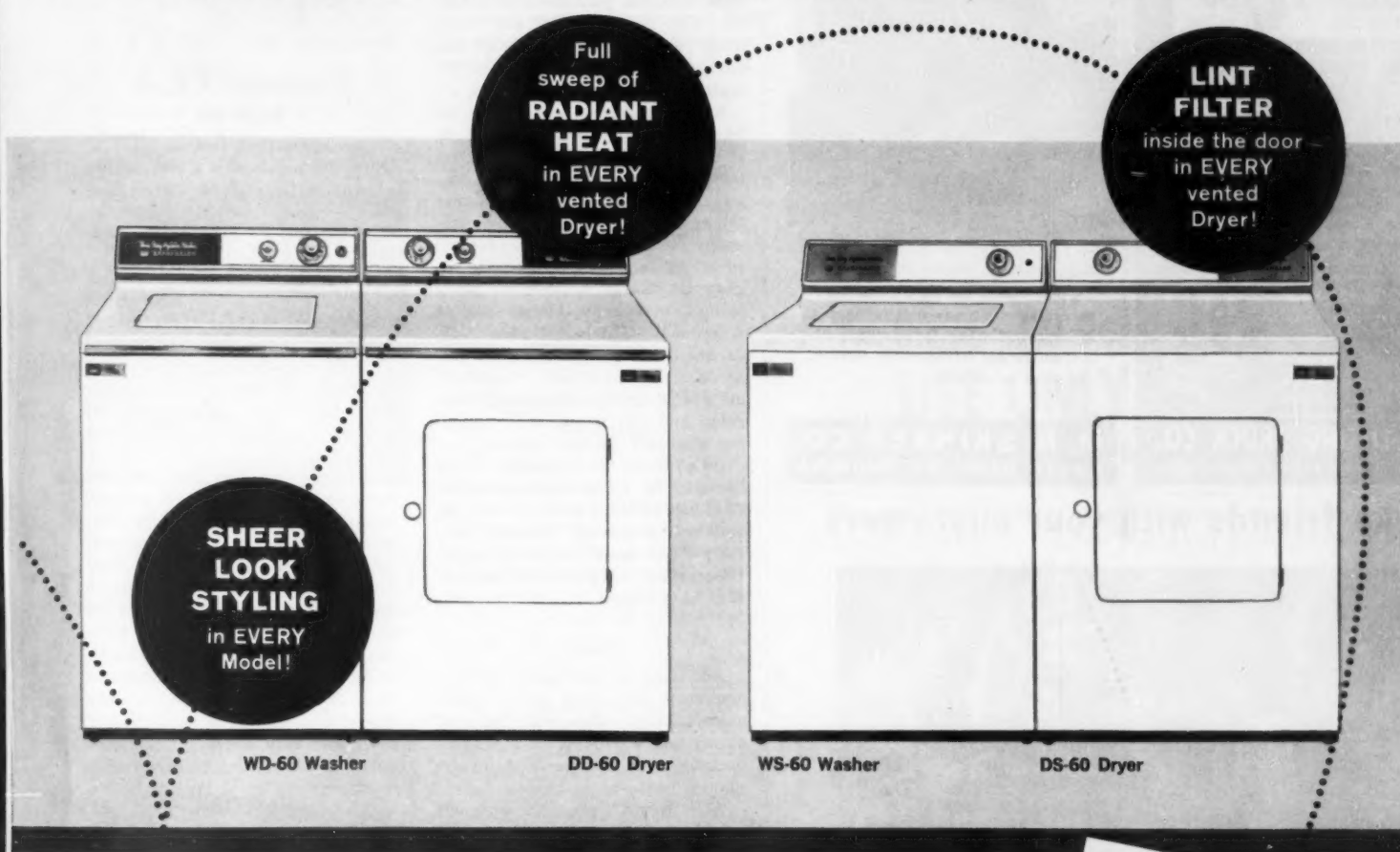
every price category—each with its own matching Dryer! Yes, model for model, price for price, Frigidaire is the *big one* for sales volume in the big-volume year, 1960!



FRIGIDAIRE

ADVANCED APPLIANCES

YOU GET TOP MODEL FEATURES *ACROSS THE LINE* FRIGIDAIRE WASHERS AND DRYERS!



And look at the **BIG NEW LUXURY** in 1960 Frigidaire Top-Line models

IN WASHERS

- New "Touch-Bar" Fabric Selector sets the washer to suit the fabric in the load
- New, money-saving COLD Wash and Rinse Selector
- New, Automatic Soak Cycle—soak, then wash, without resetting
- Automatic Underwater Rinse Conditioner Dispenser
- New simplicity plus flexibility
- New, bright Prismatic fluorescent lighting
- Choice of 5 Decorator Colors

IN DRYERS

- New "Touch-Bar" Fabric Selector adjusts drying heat to suit the fabric in the load
- Filtrator Dryer requires no vent and no drain pipes
- Automatic Cycle—dryer shuts off when clothes are dried "just enough"
- New, brighter, Prismatic fluorescent lighting
- Exclusive built-in Automatic Sprinkler leaves clothes just damp enough for easy ironing—saves time
- Choice of 5 Decorator Colors

DESIGNED WITH YOU IN MIND!



BUILT AND BACKED BY GENERAL MOTORS

It lifts and carries the load



NO. 102 BALANCE TRUCK
CAPACITY 1500 LBS. **\$47⁰⁰**

The full load is perfectly balanced. As truck and appliance are tilted, the wheel lock is released by foot pressure and the wheels roll back into transport position. The center of gravity is directly over the wheels; no weight is held by the mover, who walks upright. Except on stairs or when loading, one man handles. On stairs the wheels are locked in closed position. Rugged steel construction, rigidly welded.

CASTER X-75 TWO PIECE TRUCKS for the very large appliances

\$6000 PER PAIR

Handle all large, heavy appliances with ease and safety, especially tall cabinets that won't clear doorways when tilted. Write for circular on these and other trucks from \$35.00 up. F.O.B. Findlay, O.



SELF-LIFTING TRUCK CO.

425 North Main Street • Findlay, Ohio

Quick easy way

to make pipe connections

FOR WASHERS, DRIERS, REFRIGERATORS, AND OTHERS

Model CT—with flared joint for copper tubing



Model ST—for pipe connections

SKINNER-SEAL SADDLE TEE—for making pipe connections. No pipe cutting or threading. Only one bolt to tighten. Quick, easy. Cuts cost. For installing washers, driers, gas refrigerators, heaters, etc. Write for circular.

M. B. SKINNER CO.
SOUTH BEND 21, INDIANA

new products

ADMIRAL (cont'd)

dual stereo amplifiers; and 4-speed stereo changer; comes in natural walnut or mahogany finishes.

"El Capitan" (Y979) portable line in matching luggage-type model is in 2 sections (1) contains 4-speed automatic stereo changer and dual amplifiers with 20-watt peak output; (2) contains 2 separate speaker enclosures which are detachable; 24-ft. extension cord permits versatile placement of speakers: Nos. Y957 and Y967 are "stow-away" speaker models with all-in-1 compactness. No. Y967 has a 20-watt amplifier and 4 speakers.

Super 20 series console stereos have "phantom 3rd channel; 4-speakers, 2 8-in. and 2 3 1/4 in. tweeters; 2 external speaker terminals are installed in cabinet rear for optional addition of extra stereo speakers; a., have stereo control center; all are offered in a wide variety of veneer finishes including walnut, mahogany, blonde oak or fruitwood. Models include "Nocturne, Choralaire, Deauville, Lucerne self-contained "all-in-1" units; and Carillon, Moderne, Pompeian and Charmante with matching auxiliary speaker units.

In addition to "Imperia" other Imperial 80 stereo series includes Contessa (Y1149) with FM-AM radio; in cherrywood; "Consort" all-in-1; "Coronado" without radio; "Centurion," "Wyndon" "Elsinore" and "Angelique".

Radio

Additions to Admiral's 25th anniversary radio line include table models, clock radios with "snooze" alarm and a 9-band all-transistor portable that can be used in airplanes, boats or in home.

"All World" provides 9 bands coverage (31, 25, 19, 16, and 13 meters, also standard, shortwave, longwave, marine and weather) dial-light for night tuning; 4 built-in antennas: 2 in carrying handle (a ferroscope for standard broadcast and a second for low frequency range); for shortwave, a built-in telescopic antenna that extends 6-ft.; the 4th antenna is a remote unit with extension cable that attaches to windows of cars, trains, ships, planes as well as steel buildings; also has extra terminals for external shortwave antenna, variable tone control, outlet for plugging earphones, phono jack, log book and a world map and time zone dial.

Other models include a deluxe Futura clock radio with "snooze" alarm; 4 new series of table radios also personal models with 5, 7 and 8 transistors that can be carried in pocket, larger portables, cordless table and clock radios. Admiral Corp., 3800 Cortland St., Chicago, Ill.



Sylvania 23 in. table model No. 23T12

Sylvania TV & Stereo

Sylvania's 1960 line includes 15 23-in. TV sets and 4 17-in. models plus 2 self-contained stereo hi-fi consoles and 4 portable phonos including 3 self-contained stereo models.

The 23-in. line consists of 3 table models, consoles and lowboys plus 4 Sylouette consoles; 17-in. models consist of one portable 17P10 and 3 Dualette portables, one of which is a clock-portable with automatic on-off timer; 2-tone plastic cabinet; built-in antenna; 3 1/2-in. front speaker.

23-in. TV sets are made possible for the development of a new, square-cornered picture tube that provides 277-sq. in. viewable areas; newly designed HaloLight to complement new tube type provides a frame of soft light around tube for easier viewing; 12 of the new models are equipped with HaloLight.

Two self-contained stereophonic hi-fi fonos designed for 2-track, 3-channel sound, Nos. 4706 and 4324, No. 4706 has a 40-watt dual



Sylvania stereo hi-fi No. 4706

channel amplifier and 6 speakers; two 12-in. round speakers in master unit provide "center" channel sound; detachable speaker compartments each equipped with one 4x8 in. mid-range speaker; a 3-in. tweeter provides sound for "left" and "right" channels; speaker enclosures can be played within master unit or moved up to 6 ft. away from master unit. No. 4706 available in mahogany, blonde, walnut veneers and in ebony wood finish. It is also equipped with an AM/FM simulcast tuner. No. 4324 in modern

Make friends with your customers



The gleaming finish on that new television set played a large part in closing the sale. Will it be marred by ugly scratches before it is delivered? Not if you protect it with Webb Wrapabouts. Made of water-repellent can-

vas, thickly padded and flannel-lined, they last for years. And they protect everything—the appliance, the customer's woodwork and your reputation as a service-minded merchant. Why not write for information today?



WRAPABOUTS

For Radio, HiFi, TV and Air Conditioners

For major appliances use Slingabouts

Webb Manufacturing Co.
29188 N. 4th St., Phila. 33, Pa.

Please send me prices on Wrapabouts and Slingabouts for

☐ TV ☐ washers ☐ refrigerators ☐ ranges ☐ radios ☐ air conditioners

FIRM NAME

ATTENTION:

STREET

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SYLVANIA (cont'd)

Danish walnut has a dual channel 40-watt amplifier and 6 speakers; 3rd sound channel is provided by 2 12-in. circular speakers; also equipped with detachable speaker compartment each containing a 4x8 in. mid-range and 3-in. tweeter.

Portable models include a 4-speed manual; 2 are equipped with 2 detachable remote speaker enclosures for full stereo sound; No. 45P11 has two 6-in. speakers and two 2-in. speakers; and a dual-channel amplifier; 4th portable No. 45P10 has two 5-in. speakers one in stereo sound enclosure that stores in lid; custom styled luggage case.

Prices, portable 17-in. models from \$169.95; 23-in. models from \$219.95 to \$399.95. Sylvania Electric Products Inc., sub. General Telephone & Electronics, Corp., Batavia, N. Y.



Packard Bell 21K-2 combination with computer control

Packard Bell TV and Stereo

The new Packard Bell line includes 13 TV models, 12 stereo hi-fis and 12 radios in a total of 131 styles and finishes.

Featured is a computer control dialing technique with lights which flash station numbers upon a visual display similar to commercial and military computers.

Featured in TV line is 21K-2 in the custom series with computer control in a 5-way stereophonic combination with 21-in. TV, AM radio, FM radio, 4-speed record player and stereophonic hi-fi sound.

No. 21DK-3 in decorator series, also featured, is a complete stereophonic sound system, combining into one home entertainment center 21-in. TV, AM radio, FM radio, 4-speed record player; stereo hi-fi and complete remote control which eliminates manual controls on front.

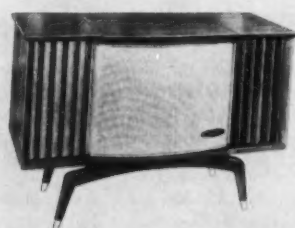
Both models come in hand-rubbed hardwood cabinets in mahogany, blonde oak, Colonial maple, or Scandia Danish modern. Other models in cherry or ebony.

Other features in line include wider lowboy styling, larger front-mounted speakers, absence of control knobs on front of remotely controlled sets; and the return to doors to cover picture tube when not in use, for fine furniture styling.

TV line includes 3 Metropolitan

series (1 17- and 1 21-in. table, and 1 21-in. upright console); 4 Custom 88 (a 17-in. Trans-portable, a 21-in. table, and 2 21-in. horizontal consoles, all with Computer Dial); 5 Decorator 98 series (3 21-in. horizontal consoles and 2 23-in. horizontal consoles). The Stereophonic hi-fi is centered in single unit stereo system with 6 speakers. Also in line are matching hi-fi stereo amplifier units and hi-fi and TV combinations in which a stereo amplifier in TV set serves to complete stereophonic system; all play monaural or stereo.

Prices, from \$169.95 for 17-in. Metropolitan table model to \$675 for Decorator DK2 complete home entertainment center. Packard Bell Electronics Corp., 12333 W. Olympic Blvd., Los Angeles, 64, Calif.



Symphonic No. 1650 with AM/FM No. 1668

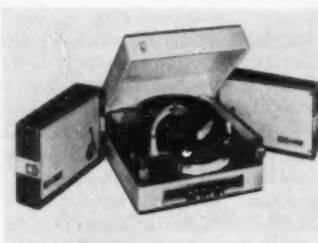
Symphonic 1960 Phonos

Symphonic's 1960 "New World" phono line features console cabinets of mahogany, walnut or limed oak with color fabrics for portables; included in series are 7 stereo portables; 4 monaural portables; 6 stereo-consoles and 5 stereo AM/FM tuner-phono console combinations.

All models, completely self-contained units; outstanding in the 5 stereo AM/FM tuner-phono console combination is an automatic frequency control defeat switch which is incorporated in FM tuning control; by depressing FM tuning control, the AFC is automatically defeated, allowing for accurate tuning; when tuning control the AFC automatically regains control to prevent drift; FM-Multiplex output jack; at top of line is the "Shangri-La II" No. 1668, a complete hi-fi stereo console with stereo AM/FM tuner; an 80-watt, 8-speaker unit.

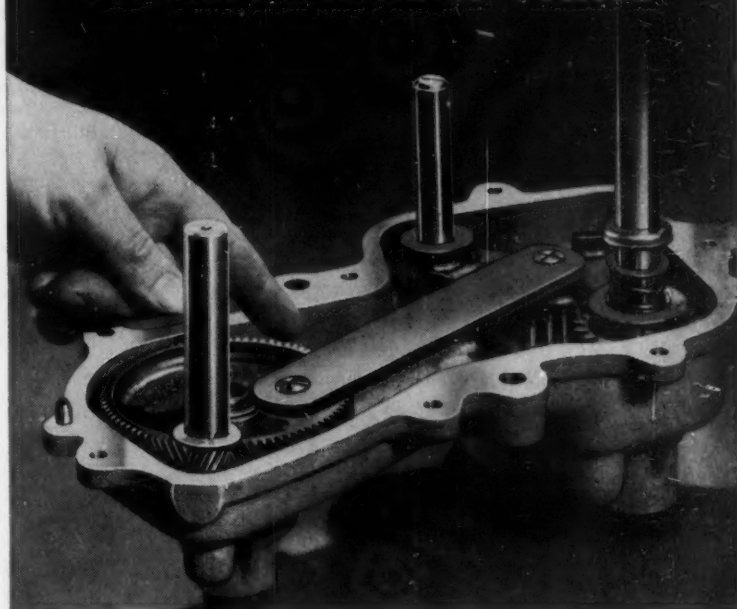
"The Jamaican" No. 1604; a 3-speed stereo unit equipped with 2 sapphire needles.

Prices, from \$469.95 for top model No. 1668. Symphonic Radio & Electronic Corp., 10 Columbus Circle, New York, 19, N. Y.



Symphonic 4-speed automatic No. 1623

HERE'S THE DIFFERENCE IN REPLACEMENT PARTS



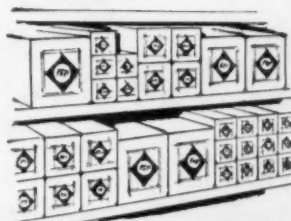
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new products



Columbia stereo with "stowaway" speaker C-1150-M

Columbia Hi-Fi Stereo Phonos

The 1960 Columbia phono line consists of 11 basic consoles in a variety of woods and 7 portable phonos; in addition to 6 single-cabinet "stereo projection" models there are 2 types of single-cabinet consoles with "stowaway" speakers; 3 basic models of twin-unit consoles with remote speaker system. Portables consist of 5 stereo and 2 monaural models.

Most models are equipped with Columbia "CD" cartridge with guarantee for 1-year and is also unique in that it uses a single stylus for all speeds.

Stereo portables are equipped with 2, 4, or 6 matched hi-speakers; consoles have 4, 6 or 8 speaker systems; all units are furnished with balanced stereo amplifiers and simplified controls; many consoles have storage room for up to 75 12-in. LP albums; in addition fine woods



Columbia 4-speed stereo portable C-1014 G

are combined to coordinate with furniture, fabrics and mood of any room.

Typical of various types available are illustrated models C-1014 T portable stereo with 2 6-in. 2 4-in. and 2 2-in. speakers; "CD" cartridge; 4-speed automatic changer; in tan and beige.

Single-cabinet stereo console C-1150-M with "stowaway" speakers features an AM/FM radio; 2 6-in.; 2 4-in. speakers; "CD" cartridge; 4-speed automatic changer in mahogany or walnut cabinet; and single-cabinet "stereo projection" console C-1164-M with AM/FM radio; tape input provision; 2 12-in. and 4 6-in. speakers; "CD" cartridge with diamond stylus; 4-speed automatic changer in mahogany, blonde or walnut.

Three Twin-unit stereo consoles are also available one with 4 speakers one with 8 speakers (2 12-in. 2 8-in. and 4 5-in.) a 4-speed changer with 45 rpm spindle in mahogany,

blonde or walnut; and another 8-speaker unit with AM/FM radio with 4-speed automatic changer and 45 rpm spindle in same finishes.

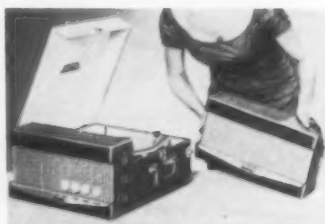
Prices, stereo portables from \$39.95 to \$139.95; monaural portables \$24.95 and \$49.95; single-cabinet units with "stowaway" speakers, from \$129.95 to \$209.95; single-cabinet "stereo projection" consoles from \$199.95 to \$495; and twin-unit stereo consoles from \$229.95 to \$399.95. CBS Electronics, Div. Columbia Broadcasting System Inc., 405 Park Ave., New York 22, N. Y.



Butoba MT-4 transistorized tape recorder

Butoba Recorder

Supplementing models TS-61 and TS-71, Butoba announces the new MT4 which may be operated on 8 ordinary flashlight batteries or on electric current; weighs 12 lbs., complete with batteries; measures 6 x 9 1/4 x 12-in.; designed for recording and playback of music and speech; has frequency response at 3% ips, attains 50-13,000 cps; dual-track, dual-speed (1% and 3% ips) with playing time up to 2 hrs. on each track; other features include 7-transistors, push-button operation; fast rewind; fast forward; tone and volume control; volume indicator. Butoba Div., Turning Corp. of America, 60 E. 42nd St., New York, 17, N. Y.



Dynavox No. 898 stereo hi-fi

Dynavox Stereo Hi-Fi

Highlighting Dynavox 1960 line are 5 new 1-piece stereo hi-fi models with "piggy-back" design; has extra loudspeaker attached to regular carrying case; when playing stereo records the "slave" speaker is unfastened from main case and placed 8 to 10 ft. away; for monaural records the additional speaker remains attached.

No. 898, (shown) is a 4-speed automatic stereo hi-fi with "piggy-back" stereo speaker enclosure; includes dual channel stereo A.C. amplifier, 14-watt output; deluxe VM

hanger with automatic shutoff, 4-speakers; French stitched, scuff-proof Fabrilite finish, anodized aluminum grilles and handle.

Prices, No. 898, \$169.50; other stereo portables range from \$39.95 for a 4-speed manual player. Dynavox Corp., 40-05 21st St., Long Island, 1, N. Y.



Steelman stereo phono No. 202

Steelman stereo phonos

Wide-angle stereo is featured in Steelman's self-contained stereo speaker enclosures; monophonic records or stereo can be played with speakers attached to either side of case; detach speakers for maximum separation and wide-angle stereo; an FM/AM 8-tube radio with special tuner and stereo amplifier is also enclosed; comes in black and metallic white.

No. 406, portable has 4-speaker system including 2 duobilt speakers, each containing an 8-in. woofer with coaxially mounted tweeter plus two 4-in. mid-range speakers features include automatic changer, featherlight tone arm; hi-fi stereo cartridge; rubber matted turntable; dual channel stereo, amplifier, 4 sound controls.

No. 405, deluxe self-contained stereo hi-fi automatic portable has winglike detachable side speakers; phono can be kept out as table model or stored away when not in use; black, brown or metallic white.

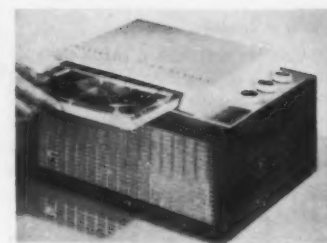
No. 404 compact stereo portable in 2-speaker set has 1st speaker in master unit, the second in lid, which can be removed and placed anywhere; comes in blue and white or charcoal and white.

In No. 403 lid of case forms container for second stereo speaker; lid comes off for wide-angle stereo; brown or coral and white.

No. 202 slim-line zipper case (shown) twin speaker hi-fi stereo has second built-in speaker removable for wide-angle stereo; 4-speed player; zip-around case in "ser-vlon" leather; saddle stitched; 11 1/2 x 13 1/2 x 5 1/2 in.

A self-contained portable in winglike 2-speaker side-detachable speaker style comes in 2-tone case No. 201; case is 17x12 1/2 x 5 1/2 in.; in tan or coral and white.

Prices, from \$39.95 to \$149.95. Steelman Phono & Radio Co., Inc., Mt. Vernon, N. Y.

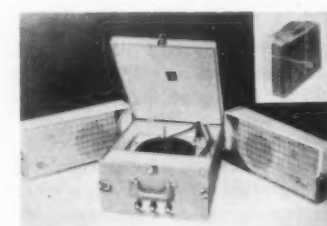


Fidelivox player

Fidelivox System

Fidelivox player system is an automatic and continuous music system for the home—it stops only when music is changed or instrument is turned off; when machine is used for home background music the recording plays for 2 hrs., then continues to repeat endlessly. Players come in 2 forms: (1) a self-contained unit with pre-amplifier, amplifier and speaker; and (2) an attachment with a pre-amplifier for plugging into existing sets; both contain a slot to hold the Fidelipac tape magazine which has 1-reel construction; tape forms a continuous loop and is wound off one spool at center and rewound automatically on the outside of same spool; no handles, buttons, levers or mechanical devices to push pull or turn; Fidelipac magazines hold from 45-min. to 2 hrs. of custom-recorded music.

Prices, self-contained unit, \$179.95; player attachment with pre-amplifier, \$119.95; Fidelipacs, \$7.95. Fidelivox-Fidelipac Div., Walters Conley Co., Inc. of Delaware, 8225 Cristiana St., Skokie, Ill.



Birch FA-936 stereo hi-fi

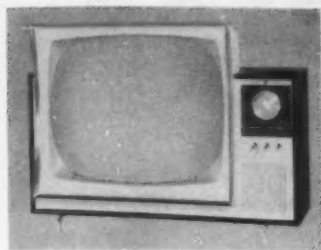
Birch 1960 Phonos

Ten monaural, hi-fi and stereo phonos are announced by Boetsch Bros.; line starts with a 4-speed monaural portable and ends with an automatic self-contained stereo hi-fi console; a companion stereo speaker console and record cabinet or a companion shelf speaker enclosure are also available.

No. FA-936, shown, is a stereo hi-fi, 4-speed automatic portable featuring VM stereo changer with automatic shutoff, dual channel stereo amplifier (5-watts each channel), 3 tubes plus rectifier; dual speaker system; volume, bass and balance controls; Ponderosa pine with colorful coverings.

Prices, from \$34.95 for manual stereo portable to \$99.95 for automatic 4-speed with wing-type speakers; a "piggy-back" stereo portable, \$69.95. No. FA-936, \$99.95. Boetsch Bros., New Rochelle, N. Y.

new products



G-E "Forecaster".

GE 1960 TV Line

Unique applications of new custom version of G-E's 17-in. Designer sets a swivel on-the-wall mounting and a "portapole" mounting, both with automatic timing devices are features of the 1960 line include the "Forecaster" an unusual custom table model with its picture projecting above cabinet and 7 basic furniture models comprising the top-end "Prestige Line".

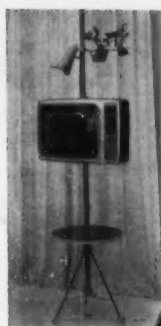
"Prestige Line" 7 basic models range in style from Colonial, French provincial, traditional and Scandinavian to modern in maple, walnut, cherry, mahogany and blonde oak cabinets; all powered by new "custom ultra-vision" chassis; a new system of power tuning; and all are equipped with transistorized wireless remote control; new electrostatic tweeter has been added to 21x9 in. speaker; in 2 high-end sets, 2 huge woofers are used together with electrostatic tweeters.

Remote control uses electromagnetic waves to perform 4 remote functions: on-off audio up or down, and channel selection; remote unit itself is a miniature broadcast station and contains a transistor, 2 transmitting antennas and parts to complete circuitry; power comes from a 9-volt mercury battery and has range of about 35-ft. Remote receiver inside set uses 2 tubes; requires only 8-watts and has its own full power transformer.

Other features include "frame-grid RF tube" which eliminates need for local-distance switch; audio system produces minimum of 3-watts output; 2 tone controls, treble and bass; stereo jacks are provided in sets with deluxe sound system.

"Forecaster" a new approach to table model design comes in dark or light mahogany, is 30-in. long, 14½ in. high and 8½ deep; brass legs raise cabinet 1½ in.; tube housing is positioned off center to allow for 6-in. wide control panel and speaker grille at right; rectangular tube housing projects ½ of its 18-in. height above cabinet and 2½ in. out from front of cabinet; control panel is black in color; features a built-in dipole antenna and stereo jacks.

A new Custom Designer for use on wall or mounted in a "portapole" as well as on a table; set is

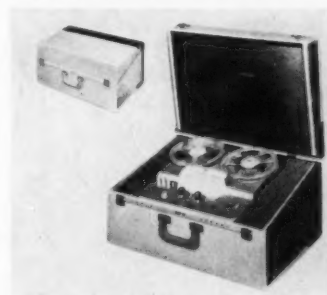


G-E "Portapole"

equipped with automatic timing device which permits limiting viewing periods or shutting set off automatically; mounted in a floor to ceiling portapole the set can be swiveled 360 degs.

Special sets are included for hotel-motel market; some have UHF tuners only; speaker systems range from single speaker to multiple speakers the dual giant coaxial system; standard as well as extra short 110-deg. tubes are used; and the line includes models with casters, with swivel bases, full basses, Lo-boys and Designers.

Prices, "up to \$499. General Electric TV receiver Dept., Electronics Park, Syracuse, N. Y.



Trav Ler stereo hi-fi recorder TT-5920

Trav Ler Recorder

A hi-fi portable tape recorder that features twin speakers and push-button controls to prevent accidental erasures is announced in 2 models, stereo and monaural; both have automatic resettable program counter which finds any desired section of a recorded tape; 2 separate full frequency range speakers insure fine reproduction; features of 2 models are identical, include fast rewind and forward speed; signal light indicator; lifetime lubrication; stereo model has dual amplifiers for full stereo playback; larger cabinet permits larger speakers; has 4 output jacks; monaural version has 2 output jacks, 1 for external speaker, 1 for external amplifier; both have variable tone control; 70-13,000 cycles frequency response with 5-watt amplifier for each stereo channel; both record at 7½ or 3¾ ips reels 1½ to 7-in. in diam.; comes in fabricoid covered luggage case with a storage compartment.

Price, TT-591, monaural, \$129.95; TT-5920 stereo, \$199.95. Trav-Ler Radio Corp., 571 W. Jackson Blvd., Chicago, 6, Ill.



Concert Imperial Organ

Concert Chord Organs

Five Concert electric chord organs are announced by Organ Corp. of America, made by Excelsior of Italy, all new 1960 Concert organs featuring permanently tuned Swedish stainless steel reeds; fine tone, decorator-designed cabinets, massive wood styling with hand-rubbed satin finishes; full-size piano accordion keys; self-teaching system.

Leading line is Companion No. 61, self-contained portable organ with 4 tapered brass legs for unit; weighs 25 lbs. cabinet serves as own carrying case; removable legs with special compartment in back of organ to store them; has 12 bass chords and 34-treble keyboard.

Concert Symphony No. 71 has 40-chord bass and a 34-treble keyboard; removable tapered brass legs; mahogany, walnut, blonde.

Concert Imperial No. 81 has 48-chord, 34 treble keys; knee-operated swell pedal gives full-range volume control; walnut and blonde.

Concert Grand No. 91 also has knee-operated swell pedal; a 3½ octave treble keyboard and a 60-bass chord section 10 diminished chords; mahogany, walnut or blonde.

Concert Supreme No. 101 with full console base instead of removable legs has same 60-chord bass section, 10 diminishing chords and 49 treble keys, in console cabinet.

Prices, from \$119.95 to \$269.95. Organ Corp. of America, Long Island City, N. Y.



Emenee portable organ

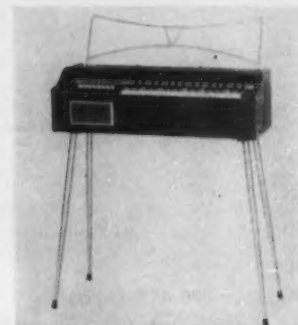
Emenee Organs

Portable, table-top Emenee organ has 37 black and white full size keys; 3 full chromatic octaves; plays sharps, flats and cords; "Magic-Organ" self-teach method; music book contains popular and old-time songs; walnut cabinet.

Grand Console also has 37 black and white full size keys; 3 chromatic octaves; "Magic-organ" self-

teach method and music book; walnut cabinet 31½ in. high; an accessory bench \$10 extra.

Prices, portable, \$60; console, \$80. Emenee Industries, Inc., 200 Fifth Ave., New York, N. Y.



Magnatone portable organ

Magnatone Organs

Four new chord organs are announced by Magnatone starting with a portable and console in the low budget price.

Designed in adult size with modern cabinets to house a full set of 8-ft. diapason brass reeds and 40 bass chord section; full size organ keys; chord buttons clearly marked and widely spaced for beginners' ease; key numbering strip in black on gold above keyboard; foot operated dynamic swell, pedal.

Price, portable, \$149.50; low-budget console, \$199.50; console organ, \$249.50; deluxe console, \$399.50. Magna Electronics, 2133 Dominguez St., Torrance, Calif.



Magnus grand Chord organ

Magnus Organ

This deluxe version features a full-size 3-octave keyboard; Dual-tone chambers; knee-operated volume control; numbered notes and lettered chord buttons; 4 new chord buttons have been added to make total of 16; 2 plastic reeds within Dualtone resonance chamber to produce a "vibrato" effect; optional accessories include microphonic pickup and phono jack; can be plugged directly into public address system; blonde, walnut or mahogany.

Price, \$199.95 includes attached table, satin brass legs detachable for portability. Magnus Organ Corp., 100 Naylor Ave., Livingston, N. J.

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new products



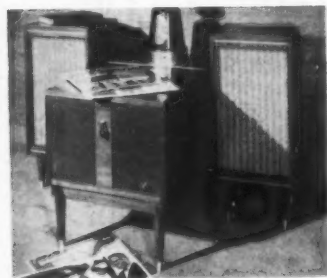
Olympic No. 300W "Tivoli"

Olympic Stereos

Three new hi-fi console models in the Olympic-Continental line, GB-384, GB-386 and GB-388 completely self-contained stereo units plus AM, FM and shortwave have a matchmate speaker enclosure No. GBS20 designed to complement line; extending the Continental line 2 AM, FM and shortwave table radios the Goldy and Tivoli imported from West Germany were also unveiled; GB-388 hi-fi console contains stereo components and a 40-watt pushpull output with 8 hi-fi speakers.

Two new portable transistor radios and a promotionally priced portable stereo were also introduced. TV line includes walnut as well as mahogany and blonde finishes, also some units in ebony, Chinese and provincial.

No. 300 "Tivoli" an AM, FM, shortwave 6-tube radio containing 3 speakers, 7-tuning keys and separate bass and treble controls shown features a magic tuning eye, 3-D sound control; unit available in walnut. Olympic Radio & TV, Div. The Siegler Corp., Long Island City, N. Y.



Capitol stereo console No. 933

Capitol Stereo Phonos

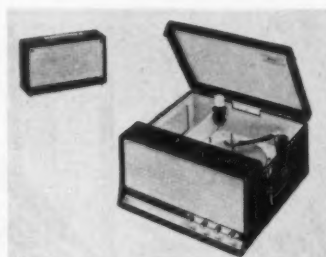
Two new Capitol FDS stereo consoles, Nos. 930 and 933, are announced.

No. 930 Coronet stereo console has a dual push-pull hi-fi stereo amplifier with feedback compensation and 1 silicon rectifier; 2 separate "acoustically balanced" speaker enclosures each enclose 2 individual dynamic speakers; deluxe automatic intermix 4-speed changer plays all sizes, speeds both stereo and monophonic as well as the 16-2/3 Rpm book records manually; hi-fi stereo cartridge has diamond stylus; deluxe control panel has functional switch for turning on AM/FM tuner and stereo channel

reversing; loudness control, treble control and bass control and push-pull, on-off switch; input jacks for stereo AM/FM hi-fi tuner; mahogany, walnut or limed oak cabinet.

No. 933 features an automatic 4-speed changer that plays all sizes and speeds, stereo and mono plus 16-2/3 book records; deluxe control panel same as No. 930 2 separate in acoustically balanced speaker enclosures each house 2 two speakers; each speaker unit has 20 ft cable for moving them to various locations; choice of mahogany, limed oak or walnut cabinets. For this model an AM/FM tuner No. 954 C is also available in matching cabinet.

Prices, No. 930, \$239.95; No. 933, \$249.95 Capitol Records, Inc., The Capitol Tower, Hollywood & Vine, Hollywood, 28, Calif.



Andrea "Compact" stereo

Andrea Stereo

"Compact" can be used as self-contained stereo unit or as 2-piece ensemble; remote speaker, housed in master carrying case can be removed and placed up to 10-ft. away; 4-speed fully automatic changer, diamond stylus, compatible stereo cartridge, 16-watt peak dual channel amplifier; frequency response 30 to 20,000 cycles; 4 balanced speakers; full range of controls include bass, treble, loudness and balance control; cabinet, 19 1/2 in. wide and deep, 9 1/2 in. high; in charcoal or suntan brown with white interiors.

Price, \$170. Andrea Radio Corp., 27-01 Bridge Plaza North, Long Island City, 1, N.Y.

Calbest Stereo Speaker

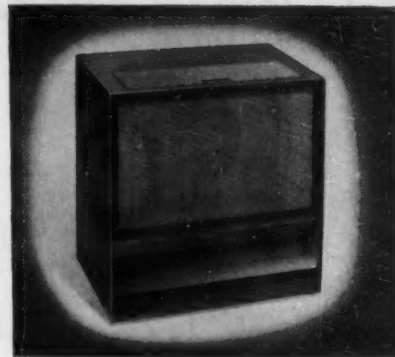
Single stereophonic speaker system is designed by Calbest to conserve space and retain stereo sound separation; adjustable sound deflector panels of select hardwoods; consists of 6 matched "staggered resonance" loudspeakers including 2 treble speakers; low frequency speakers equipped with hi-fi dividing crossover network; wide acoustic range; compression port loading; acoustic lining; available in Salem maple, limed oak, mahogany or Swedish walnut.

Price, \$199.95 in maple. Calbest Electronics Co., 4801 Exposition Blvd., Los Angeles, Calif.

SELL relief from winter's desert-dry indoor air

SELL the new, high capacity, automatic

RP® Aprilaire®
PORTABLE HUMIDIFIER



A vast market of customers seek relief every heating season from the discomfort and damaging, unhealthful effects of super-dry indoor air. Here's your profit opportunity...and Aprilaire Portable Humidifier...a high capacity unit (up to 4.3 gallons per hour)...with optional humidistat for constant, accurate control. Plus—an exclusive Aprilaire sales feature—the removal of up to 70% of the bacteria circulating through the unit—an additional health benefit. Sell health and comfort this season, with Aprilaire, the quality humidifier with the attractive profit picture. It's nationally advertised, pre-sold for you. Write for information.

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Give them the chance
you'd want for yourself:
a job, a home, a place
in the community.



**SUPPORT
YOUR
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HEALTH
ASSOCIATION**

MERCHANDISING

SUPPLEMENT PRODUCTS-SERVICES FOR MORE SALES—MORE PROFITS

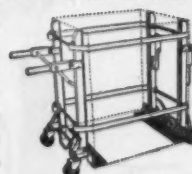
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An advertising inch is measured 3/4" vertically on one column. There are 4 columns—48 inches to a page.

New Advertisements received by August 12th will appear in the September issue.

ROLL-OR-KARI DUAL TRUCKS

Handle refrigerators, ranges and freezers the quick and easy way. Pat'd Step-On-Lift. Retractable wheels. 7-ft. web straps. Cap. 800 lbs



Deluxe Model (Swivel wheels at one end)...\$52.00
Super Deluxe (Swivel wheels at both ends)...\$56.00
FOB Zumbrota. Ship. wt. approx. 50 lbs.

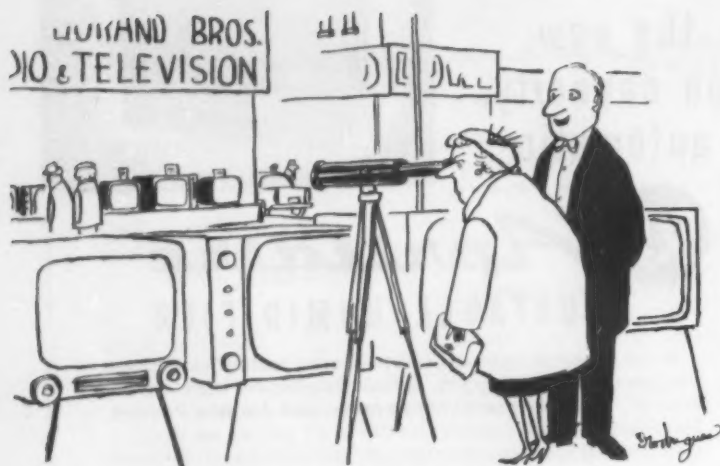
Write Dept. 8

ROLL-OR-KARI CO., Mfgs., Zumbrota, Minnesota

ADDRESS BOX NO. REPLIES TO: Box No. Classified Ad. Div. of this publication. Send to office nearest you.
NEW YORK 36: P. O. BOX 13
CHICAGO 11: 280 N. Michigan Ave.
SAN FRANCISCO 4: 68 Post St.

BUSINESS OPPORTUNITY
British distributor of small Elec. Household Appliances in L.A. Aug. 1st-10th—wants manufacturers offers interested in British Market. P.O. Box 373, Beverly Hills, Calif.

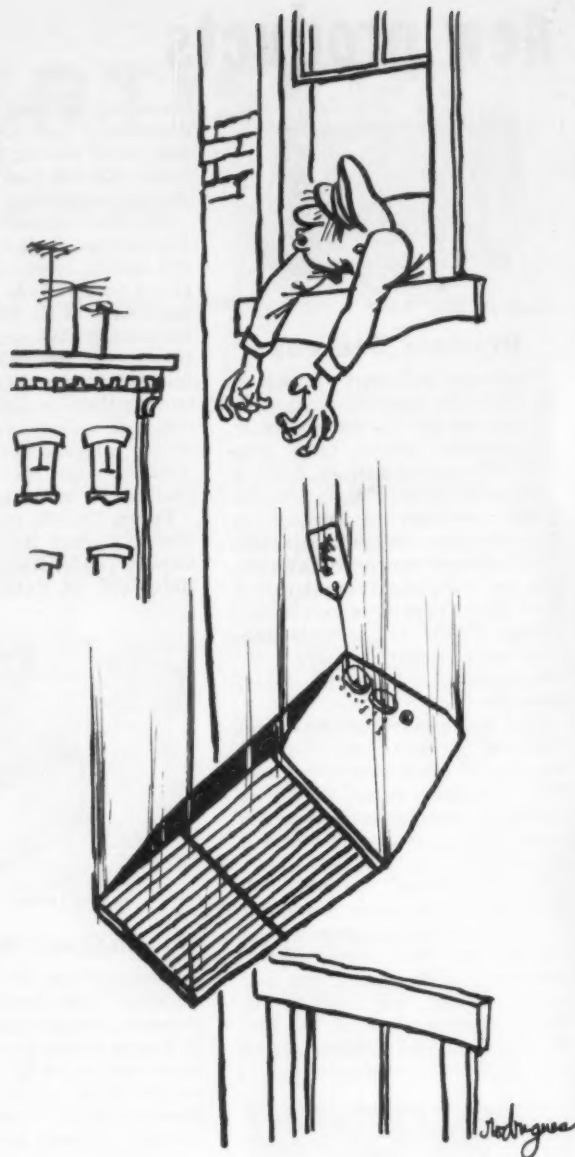
Rodriguez LOOKS AT THE DEALER



"SEE WHAT THEY'RE SELLING THEIR 27 INCH TV FOR?"

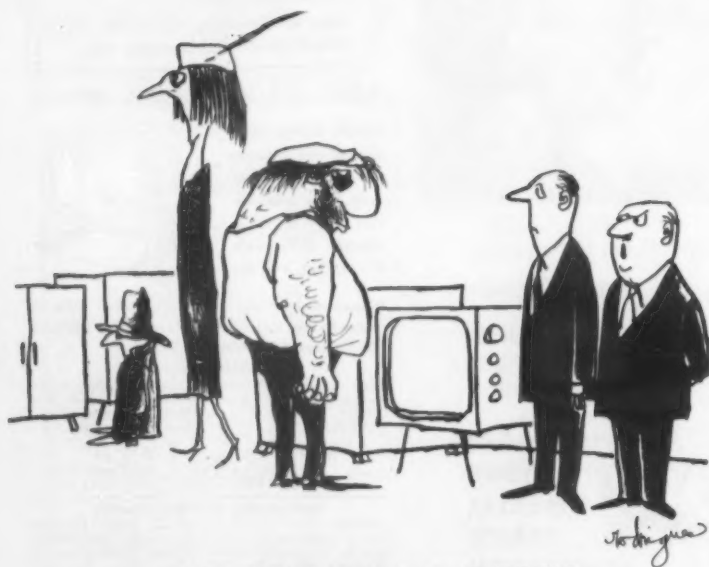


Rodriguez



Rodriguez

"OOPS!"



Rodriguez

"FIND OUT WHERE THOSE KIDS HAVE BEEN DISTRIBUTING OUR ADVERTISING FLYERS."



Rodriguez



So why all the smiles? Simple. These six top Hamilton Distributors* have "the factory" in the middle, what else? Besides, they're old, old friends who've been making money together ever since Hamilton started the clothes dryer industry. Happy occasion, too. They've just seen (and *bought!*) the new Hamilton Golden Year line of washers and dryers. Fine line at a fine time. A record-breaking first half, topped by the *one millionth* Hamilton dryer sale — which makes Hamilton the dryer brand responsible for *more Dealer sales, more Dealer profit* than any other. Right now, Hamilton Distributors are spreading smiles across the country with The Golden Year line. About time you got in on it, right?

*Jack Ryall, Peninsular Dist. Co., Detroit; Leroy Williams, J. A. Williams Co., Pittsburgh; Pete Sampson, The Sampson Co., Chicago — Pres. Ed Hamilton and Exec. V.P. Ray Halvorsen, Hamilton — Mike Tecca, Tecca Dist. Co., Cleveland; Charles Luethi, Luethi & Welsh, Inc., Columbus; Grover Forster, The Forster Co., Minneapolis.

THIS IS THE GOLDEN YEAR FOR HAMILTON DEALERS

Hamilton

AUTOMATIC WASHERS • AUTOMATIC DRYERS • HAMILTON MANUFACTURING COMPANY, TWO RIVERS, WIS.



next month...

MILLIONS WILL SEE HEAVY-DUTY WASHING SO GENTLE IT WON'T TEAR A PAPER NAPKIN!

Starting in September, millions and millions of American housewives will see on TV and in leading magazines a dramatic presentation of Kelvinator's 1960 Automatic Washer.

They will see DEEP TURBULENT Washing Action

...so thorough it eliminates hand pre-scrubbing!

...so gentle it won't tear a paper napkin!

This exciting new washer advertising demonstrates for the

public another example of American Motors' firm determination to build products of basic usefulness and unquestioned quality.

The complete story of Kelvinator's DEEP TURBULENT Washing Action, compared to other types, is shown in a 25-minute, full-color movie, "It Happened Last Night." Watch for your invitation to view it, or better still, call your Kelvinator representative now for an appointment.

Kelvinator Appliances

Kelvinator Division, American Motors Corp.

Detroit 32, Michigan

Refrigerators • Ranges • Automatic Washers • Clothes Dryers • Home Freezers • Room Air Conditioners

